

# Contacts

DECEMBER

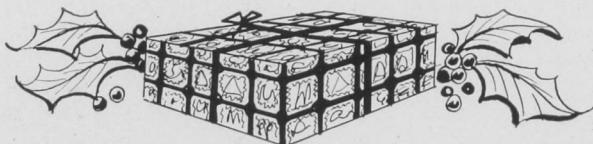
1949





# Diamond Eddie Says...

"When it's Christmas man is bigger  
And is better in his part;  
He is keener for the service  
That is prompted by the heart.  
All the petty thoughts and narrow  
Seem to vanish for awhile  
And the true reward he's seeking  
Is the glory of a smile.  
Then for others he is toiling  
And somehow it seems to me  
That at Christmas he is almost  
What God wanted him to be."



# Home for Christmas!



"All the Company's places of business in Canada will remain closed from the regular closing hour Saturday, December 24, until the regular opening hour Wednesday, December 28."

Only twenty-seven words in this plainly worded announcement—but what a wealth of meaning it has for our big family of Eatonians from Halifax to Victoria!

**It is said that: "Christmas is the station where the train of humanity stops twenty-four hours to feed the souls of men."**

Well, this year it will stop for seventy-two hours—enabling friends and relatives to come together and renew acquaintances and affections; while for many of us it will mean a chance to spend Christmas out of town with mother and dad or grandmother and the uncles and aunts.

How bleak and humdrum a world it would be for children—and indeed for all of us—if we kept our minds eternally on discipline and economy—and there were no Santa Claus to open hearts and pockets for Christmas Day! But happily weeks before the great day arrives the Christmas spirit enters our hearts, sweeping away misunderstandings, envy and petty differences—freshening our ideals and revitalizing our faith.

It makes us prouder than ever to be an Eatonian at this season—when we think of the great pageant of Santa Claus—the magic of our Portage Avenue windows—the store aglow with Christmas decorations and music adding a festive note! We also like to watch the happiness and expectancy in the faces of shoppers as they hurry past these days. May we, too, enter into the joys of both giver and receiver, feeling something of the thrill each gift will bring. Oh, yes, we know it's not all sweetness and light on the selling front—there may be times when you're under pressure and you'll be taxed to the utmost. At such times try to remember this: *You'll have much more fun being courteous!* Courtesy will give you a mental lift, make the day easier—help you to enjoy your work, to be more efficient and less tired—help you to make friends and be happier. Try it!

\* \* \* \*

## "WHEN A FELLER NEEDS A FRIEND"

**The LAST WORD**—Take time out, won't you, to welcome new Eatonians? Your friendliness and understanding will long be remembered by them as one of the happiest experiences of their lives!

## RECORD GIFT FROM EATONIANS BOOSTS COMMUNITY CHEST

As reported in the local press, the largest single contribution ever received by the Community Chest during its campaigns in Greater Winnipeg came Wednesday, November 2, from The T. Eaton Company Limited, staff and management, with a total contribution of \$45,000.

Of the total sum donated, \$16,000 came from the Company itself; \$1,000 from Mr. H. M. Tucker, and \$28,000 from the management and staff.

Eatonians can always be depended upon to give their whole-hearted support to this great cause for humanity!

## RECENT APPOINTMENTS

### Winnipeg

Department W160—Stock audit:

MR. W. E. CHALMERS, assistant.

Department W239—Infants', children's, boys' and misses' shoes and rubbers:

MR. W. B. CABLE, assistant.

### Red Deer

Department RD212—Gloves, hosiery, handkerchiefs, neckwear, books, stationery, drugs, candies, jewellery, notions, fancy goods, wools: MR. I. MCINTYRE in charge (pro tem) whose signature will be accepted for all business.

Department RD229—Men's and boys' clothing, furnishings:

MR. W. K. CLARK in charge (pro tem) whose signature will be accepted for all business.

Department RD1100—Lunch counter;

Department RD379—Foodateria, groceries, fruits, meats, fish, poultry:

MR. D. MURRAY in charge (pro tem) whose signature will be accepted for all business.

### Prince Albert

Department PNC270—Furniture, house furnishings, electrical goods:

MR. C. F. SCHURER, head of department. (This is in addition to his present duties, department PNC260.)

### Prince George, B.C.

MRS. E. BERRY in charge.

### Lloydminster, Sask.

Order office and heavy goods:

MR. JACK LORD, manager.

### Lethbridge

Department L212—Gloves, hosiery, handkerchiefs, neckwear, books, stationery, drugs, candies, jewellery, notions, fancy goods, wools:

MR. G. K. THOMPSON, head of department.

### Brandon

Department B270—Furniture, house furnishings, electric fixtures, lamps, shades, carpets, linoleums:

MR. G. RENNICK, assistant.

### Calgary

Department C212—Drugs, books, stationery, candies:

MR. P. HUTCHINSON, assistant.

Department C237—Men's, women's, children's shoes and rubbers:

MR. L. M. WOOD, assistant.

(Continued on Page Seven)

## THE MAGIC KEY

I am just a little fellow  
In unpretentious dress,  
Yet there are most a hundred ways  
I've proved my usefulness.

Almost everybody loves me,  
I open up men's hearts,  
I do away with prejudice  
And envy ere it starts.

I inspire admiration,  
I violate no laws,  
And I promote good fellowship  
In every worthy cause.

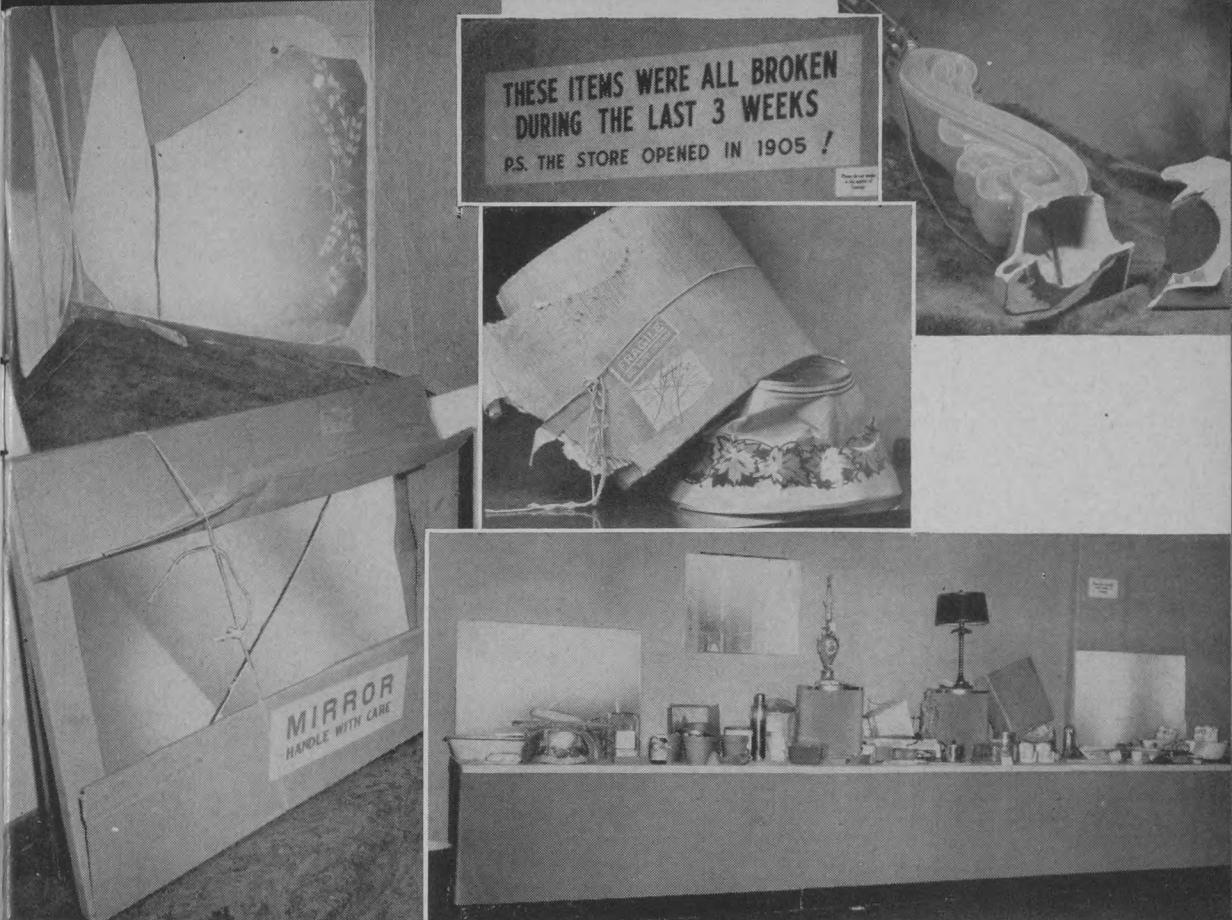
I am always kind to people,  
For I am COURTESY.  
I have unlocked a lot of doors  
With my small magic key.

—“Beulah Black,” 111 department

*It's Christmas  
Time at Eaton's*  
**WELCOME—  
NEWCOMER!**

**You Will Like  
It Here!**





A Few Examples From the Recent Display . . .

## "HELP PREVENT BREAKAGES"

A Little Extra Care in Handling Fragile Gifts Can Make It  
A Happier Christmas!

Folks, don't get us wrong. Of course "accidents can and do happen in the best regulated families" . . . and we believe that there is not a more careful and efficient store family than Eatonians anywhere. But sometimes accidents can be avoided by a little extra care in packing, inspecting and handling. Such extra care may save a little child the bitter disappointment of a broken toy; or may ensure that the pleasure of a gift will not be marred for both the recipient and the sender—to say nothing about costly adjustments to the store.

Pictured above are a few scenes from the "Help Prevent Breakages" display held during October in the ninth floor employees' lounge. Featured were miscellaneous groups of articles broken or damaged during an extra busy three-week period. To mention a few: Costly mantel mirrors, some shattered into jagged "ice bergs," some chipped at the corners, others hopelessly cracked. Lovely porcelain gift lamps smashed or their shades crushed beyond repair; a chair or two with torn upholstery; fragile crystal goblets and bric-a-brac shattered to bits; a broken ironing board (that perhaps delayed some good wife's ironing!); but most appealing of all were a baby's rattle and a little boy's toy tractor, both crushed into shapeless nothingness!

It was not a big exhibition, Eatonians, especially for a store of our size; nor was it a monument to anyone's carelessness. Its purpose was simply to urge that little *extra* care in packing, inspection and handling which can make all the difference!



# BRIEFING

## *Emblems Presented at Annual Dinner . . .*

Top Left—Mr. W. L. Paik greets Tom Webster.

Second—Miss C. Matheson receives her sponsor's pin. Mr. Dailley applauds.

Third—Left: Sponsors Miss Joyce Grundy and Mr. H. McDermot. Right: Bill Komar and his accordion.

Fourth—Smiles that make us happy.

Fifth—Songstress Joyce Farmer.

Sixth—Mr. MacDonell greets Arnold Fairburn. Mr. A. H. Young and Secretary H. Graham are in the foreground.



## **21 Shopping Days to Christmas**

... Throughout the store and mail order, 402 Christmas sponsors have swung into action with their knowledge and ability to guide the new Eatonians during the busy, exciting days ahead.

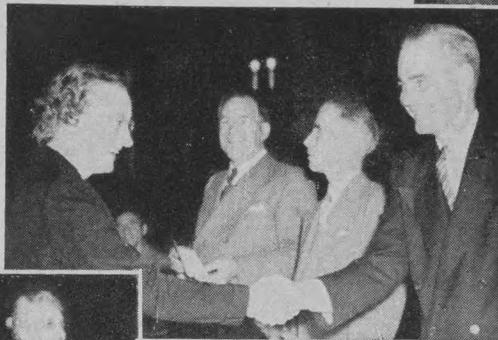
Emblems were presented to the 139 mail order sponsors at a dinner held in the grill room on Friday evening, October 21. Speakers on this occasion were Mr. A. H. Young, mail order superintendent; Mr. J. Johnston, mail order operating; Mr. A. D. MacDonell, supervisor, staff and welfare, and Miss K. M. Kerr, educational office.

### **A Few Helpful Ideas Gleaned From Suggestions Given To Our Sponsors:**

- Have a plan of instruction before you begin to train the new salesperson.
- Take one person at a time.
- Give reasons why they must do things certain ways.
- Use simple language.
- Don't ask "yes" and "no" questions. Rather ask questions, the answers of which will tell you how much they have learned.
- Tell the new employee to whom they may go to with their problems when you are not around.
- Sandwich criticism with praise.
- Remember that each person has an individual personality and treat each differently according to his or her temperament.
- Gift seekers often come into a department with only an idea of what they'd like. Success in selling them depends on how quickly you get their idea and select an article for them of equal or greater interest and explain how it can suit their need.
- Often the helpful approach is: "Here is something a little better that may interest you!"
- If the article asked for isn't in stock, the shopper will appreciate your courteous suggestion: "We will be glad to try and get it for you!"

# THE SPONSORS

*To Store  
and  
Mail Order  
Eatonians*



Top Right—Sponsor Jack Blair receives a hearty handshake from Mr. Palk.

Second—Mr. Palk presents Miss Carolyn Gruber with her emblem.

Third—Left: Vic Taylor, pianist. Centre: Miss K. M. Kerr. Right: Bill Harris, assistant, is presented with a gift on his departure for Vancouver.

Fourth—Glamour and efficiency. Fifth—With flashes of wit, Mr. W. McKerchar proved an eloquent and capable chairman.

The 263 sponsors selected for the store were "briefed" at a dinner also held in the grill room on Friday evening, October 28. At this time addresses were given by Mr. W. G. B. Dailley, staff superintendent; Mr. W. L. Palk, assistant superintendent; Mr. MacDonell and Miss Kerr. Both meetings were presided over by Mr. W. McKerchar, president of the Assistants' Association, which organized and took the sponsors project under its wing eleven years ago.

We are proud of this organization of invaluable workers—and we know that they, too, are proud

to be such an important factor in helping to give greater service to a greater number in the true Eaton tradition.

## TAKE A GOOD STANCE

**Proper Posture Will Give You Grace and a Sense of Well-Being**

It isn't always the work you do that makes you tired—it's the way that you do it, declares an expert in the N.Y. "Sun."

Good posture in standing, sitting, bending and lifting can lighten many jobs. Bad posture, with the resulting unnecessary strain on muscles wrongly used, can make a simple task a pain in the neck, and back.

When working at a desk, sit way back in the chair, so that the lower back is supported, keep feet straight on the floor and lean forward from the hips, rather than by sagging through the middle.

The grace and well-being resulting from good posture habits cannot be over-emphasized. Remember the rules: head high and chin in, shoulders back and shoulder blades flat, chest up and forward, abdomen drawn up and in, lower back flattened, hips tilted down in back, knees straight but not stiff, and feet parallel, with weight evenly balanced. Adopt this pose naturally, not in a stiff wooden-soldier fashion.

In walking, keep the feet parallel and straight together, and throw more weight on the ball of the foot than on the heel.



1949-50 Junior Councillors and Executives Welcomed At

## INSTALLATION BANQUET

(See Description of Pictures on Facing Page)

The grill room was alive with youthful mirth and chatter on Thursday, October 20 at 5:30 p.m. when the 1949-1950 Eaton Junior Councillors and Junior Executives gathered for the opening highlight of their year—the installation banquet.

An annual feature, the banquet was held to install the young councillors and executives into the Eaton organization for a one-year period and to present them with their pins.

Joint chairmen for the event were senior councillors Mary Lou Allan and Bill Brisbin. After grace was offered by Bill Brisbin, those present were served with a scrumptious turkey dinner.

(Continued on Page Seven)

## Reunion in Winnipeg

### Western Shoe Men Entertained At Royal Alexandra Hotel

When shoemen get together, one of the things that strikes you the most about them is their "all for one, one for all" spirit—a fraternity that stems from their mutual understanding, their common plans and problems.

On Tuesday evening, November 8, shoemen of our western stores were the guests of Winnipeg store's footwear management at a dinner held in the Montcalm Room, Royal Alexandra Hotel. That veteran shoe buyer, Mr. Howard McGregor, was chairman.

Welcoming the guests of honour were Mr. C. R. Graham, supervisor, women's shoes, and dean of our western shoemen, Mr. Graham Travers, group manager, men's shoes, store; Mr. L. W. Houston, group manager, men shoes, mail order; and Mr. D. A. Sproat, head of department, men's shoes, store.

Guests from the Company's western branches were Messrs. E. Stewart, Brandon; S. Frederickson, Dauphin; M. C. Ferrie, Calgary; C. R. Dargavel, Edmonton; V. M. Rodgers, Lethbridge; J. Munroe, Medicine Hat; K. G. Haise, Red Deer; A. H. Stewart, Moose Jaw; F. E. Nunas, Prince Albert; W. Woods, Regina; H. Rhoden, Saskatoon; M. C. Nunas, Port Arthur. Also an honour guest was Mr. Henry Einarson, head of department, expense office.

Other Winnipeg staff members present were Messrs. P. W. Carter, J. F. Gargett, K. Sutherland, N. G. Phillips, Jack Morris and Bill Hurlburt.

After a delicious steak dinner, the chair called upon the guests in turn. But, alas, each was heckled out of hearing by his companions, especially by the "outlaw" from Edmonton, Ross Dargavel. However, Ross took a beating when his turn came. Apparently it was all a part of the evening's fun and the boys then gathered around the piano for a lusty sing-song with Bert Kilgour at the keys. A real western evening—refreshing as a prairie breeze!



Left to right: Ewan McFadyen, Mrs. Jim Carter, Jim Carter, Norm Franklin and Tom Carstens.

## Foursome Honoured by Men's Furnishings Staff

Four good men and true of the men's furnishings department were honoured during a luncheon held on Wednesday afternoon, November 9, in the Rose Room of the St. Charles Hotel. The men were Jim Carter, celebrating his quarter century (as elsewhere reported in this issue), Tom Carstens, recently promoted to assistant in the shirt and overall factory; Ewan McFadyen who transferred to the draperies, and Norman Franklin who recently joined the stock audit.

Gifts were presented to all four from their associates. Songs by Arnold Peabody, accompanied by Tom Laidlaw, and entertainment by the men's furnishings' quartette, rounded out a most enjoyable luncheon. Mr. Bob Gregory was chairman. Presentations were made by Messrs. Jerry Caine, George Firth and Bert Collins.

## RECENT APPOINTMENTS

(Continued from Page Two)

### Regina

Department R201 — Gloves, hosiery, umbrellas, handkerchiefs and neckwear;

Department R236 — Wash goods, silks, woollens, staples, linens, patterns;

MR. T. E. POPPITT, head of department.

### Revelstoke, B.C., Mail Order Office

MR. F. W. WABY, in charge.

## INSTALLATION BANQUET

(Continued from Page Six)

An informal welcome to the guests and incoming councillors was extended by Mr. W. L. Palk, assistant superintendent, on behalf of the Company. The presentation of pins was made to the junior councillors by Mr. W. J. McKeag, supervisor, merchandise office, and to the junior executives by Miss Jane Emery, "Freshie Queen" of the University of Manitoba.

Guest speaker for the evening was Miss Ethel Kinley who reminisced on her holiday to Britain and told of some of her experiences at the Edinburgh festival. Other numbers included a vocal solo, "Shortnin' Bread" in Jim Dickie's own inimitable style, a solo, "Where'er You Walk," by Miss Helen Stark, and a trio by Jim Dickie, Jim Smith and Frank Danna, "When I Was a Lad." Accompanist was Mr. Harold Green.

The evening ended on a high note when all the new councillors and executives were guests of the Company at the movie, "Christopher Columbus."

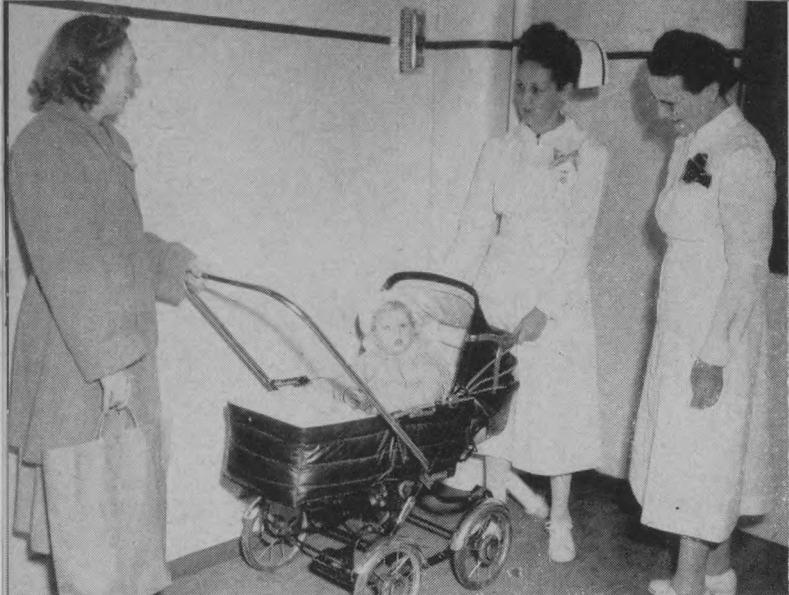
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### Description of Pictures on Facing Page

Top Row—Left: Miss Jane Emery congratulates Dan Buss as she presents him with his pin. Roger Hebert waits his turn. Right: Miss Sheila Bridges receives her pin from Mr. W. J. McKeag as Miss Edna Middleton looks on.

Second Row—Left: Chairman Mary Lou Allan addresses the group. At her left is Miss Ethel Kinley. Centre: Mr. W. L. Palk. Right: Jim Dickie and Smith and Frank Danna "wow" the audience with their song.

Lower Row—Left: Miss Kinley. Second: Miss Helen Stark gives a pleasing performance. Third: A word from Bill Brisbin. Right: Jim Dickie.



Top left picture shows Nurse Barnett and Miss Bessie Forbes (132) welcoming a new arrival. Top right—Nurse Barnett gets acquainted with "his majesty" while mother removes outdoor togs. Lower left—A corner of the playroom. Lower right—"How about a game of ball, sister?"

## **Safe and Happy—While Mother Shops**

Have you ever visited the baby shelter? It's just around the corner of Donald Street and Graham Avenue in mail order building No. 2. Recently remodelled and its walls decked with lovable Disney characters, this delightful nursery service enables mothers to shop at Eaton's secure in the knowledge that their little ones are being cared for by the most expert of "baby sitters"—a registered nurse.

A graduate of St. Boniface Hospital, Nurse May Barnett loves and understands children and child psychology. And it's easy to see that children, with their unerring instinct, take to Mrs. Barnett immediately. She's never happier than when holding a wee one, giving him his bottle or playing games with the little "runabouts."

The nursery comprises a big, airy playroom for the toddlers, also a separate room with a row of snowy cribs where baby can sleep till mother comes. There's a bottle heating unit and a washroom adjoining. On a busy day over a hundred babies are guests of the Company.

## Mr. H. B. McGREGOR (Winnipeg) Marks 45th Anniversary With Toronto Friends

(With Acknowledgments to "Flash," Toronto)

On October 6, 1949, a brisk and cheerful young man called McGregor first began his career as an Eatonian. That was right here in Toronto. Forty-five years to the day he was in Toronto again—still with Eaton's—but this time on a buying trip as head of department, women's shoes and rubbers in the Winnipeg mail order.

He has been in Winnipeg since 1905, and it could have been a lonely sort of "forty-fifth" if Mr. McGregor, through his many trips eastward, had not formed—and kept—many warm friendships through the years.

The result was a stag party in honour of the genial Winnipegger, who was presented with a sterling silver cigarette box by his Toronto well-wishers.

The party was held in the Royal York Hotel and guests included the Messrs. W. Grierson and W. Elder of the Toronto buying office, C. R. Graham of Winnipeg, Ross Dargavel of Edmonton, H. A. Collins, F. A. Small, W. F. Bussell, J. Cheyne, Gordon Ferrier, R. C. Stafford, Ivan Dean, Harry Medcalf, J. Malcolm, L. M. Savage, R. V. Emerson and George Swalwel.

Mr. McGregor has been associated with shoe departments throughout his Eaton career. Following the family tradition, one son, Mr. Bruce McGregor, is now assistant in the men's shoes, Winnipeg mail order. Two other sons also are with the Company in Winnipeg—Gordon, in the children's shoe department, and Earl, in the boys' clothing department. Mrs. McGregor was Gertrude Hardy, former head of sales audit.

\* \* \*

When he arrived home in Winnipeg, Mr. McGregor's staff celebrated his deferred anniversary by presenting him with the golf "bag boy" that appears in the above picture. Mr. C. R. Graham, supervisor, made the presentation on behalf of the staff. A further report appears on page 28.

\* \* \*

## JOHN W. AKER

Head of Department, Notions, Fancy Goods, Mail Order

A square-shooting bluenose from

Mr. Aker (left) receives congratulations and  
golf clubs presented by his chief,  
Mr. S. H. Williams.

Windsor, N.S. (despite the tag, "Pirate," playfully added by admiring business associates), John William Aker has spent his entire Eaton service of four decades under one management.

His 40th anniversary was on August 30, but since Jack was east on business, his departments had to be content to wire him congratulations.

Recently on his return, however, Mr. Aker was presented with a gift of golf clubs and golf mitts to protect them. Mr. S. H. Williams, supervisor and life-long associate, made the presentation on behalf of the staff.

In World War I Jack Aker served with the artillery in France, where he was wounded, and later in Russia. Mr. and Mrs. Aker have one son, Donald, in St. Catharines. Mr. Aker belongs to the Canadian, Canukeena and Outlook Clubs; also the Niakwa Golf Club.



Back in Winnipeg, Mr. McGregor receives a golf "bag boy" from his staff.





Left to Right—(1) Mrs. Winnie Rogers and supervisor Herb Cooper. (2) Mr. W. F. Page (left) is greeted by his former chief, Mr. Frank Carpenter. (3) Winnie's gift leaves her speechless. (4) Mr. and Mrs. Page.

## Draperies Salutes Forty-Year Eatonians

**MR. W. FRANK PAGE and MRS. WINNIE ROGERS Guests At Dinner Party**

On Tuesday evening, November 1, the drapery department honoured two top-flight Eatonians, Mr. Frank Page and Mrs. Winnie Rogers, to mark their 40th year with The T. Eaton Company. Two people entirely different in temperament, yet both highly capable in their field; both rich in experience and equally rich in the friendships they have made among us.

The dinner party was held at Peggy's Pantry and with Mr. Herb Pilling at the controls, it was a gay evening of reminiscences, song and dancing.

### "We All Know Winnie . . .

... she's tops!" said Mr. Pilling in calling on Mr. Herb Cooper, supervisor, to make a presentation to Mrs. Rogers from the staff.

"No one in the store has a younger outlook on life than Winnie Rogers, nor more pep," declared Mr. Cooper. "Her work in the department needs no elaborating," he added, and then presented Winnie with a gift of exquisite Italian bric-a-brac from the staff.

"It's the grandest, loveliest . . ." the dynamic Winnie was so delighted that she became lost in a maze of adjectives ending: "All I can say is thanks!"

### A True Gentleman Retires

Frank Page's "quiet, gentlemanly manner, always looking after the store's business and minding his own," was commented on by the chairman as he called on Mr. Frank Carpenter to make the presenta-

tion of a gladstone bag to Mr. Page to mark both his anniversary and retirement.

A former associate of Mr. Page's for many years, Mr. Carpenter was happy to come out of retirement for the occasion (and everyone was glad to see him looking so well.)

"I want to thank the executives and management of our Company for the encouragement and the grand treatment they have always given me," said Mr. Page in expressing his thanks.

Other guests of honour were Mrs. Page and several retired members: the Misses Nimmo and McArthur, Mr. Isaac Blundell, and Mr. Charles Penton. A special guest was Miss Minnie Harper (retired) who was celebrating her seventieth birthday. She was surprised with a lovely cup and saucer while the gathering serenaded her with the happy birthday song. What a charming idea!

### A Salute To Our Company . . .

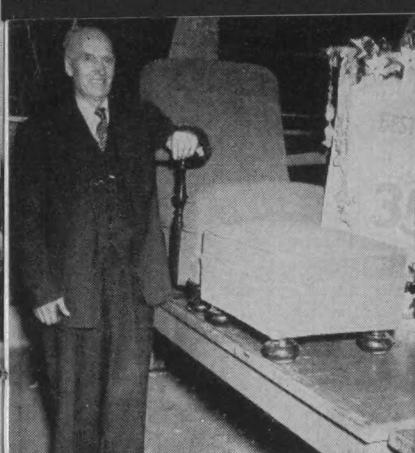
## Eighty Years Young on December 8th

Eighty momentous years on Thursday, December 8, since a modest little store known as "T. Eaton & Co." opened without fanfare at the southwest corner of Queen and Yonge Streets, Toronto. Two men, a woman and a boy comprised the entire staff, while the delivery system was a small but staunch pony named "Maggie." (What an eye-opener "Maggie" would get today could she see the 35 spanking steeds plus the 175 trucks and cars which comprise the delivery fleet of Winnipeg store alone!)

From that Wednesday eight decades ago, to Thursday, December 8, 1949, has followed a steady march year by year, step by step, to the proud position The T. Eaton Company occupies today in the forefront of Canadian business.

Yes, Eaton's of Canada is 80 years young in spirit and facing forward to still greater achievements!





Mr. A. Christie



Miss Vi Benner



Mr. W. Reid (left) and Mr. Les Cleve

## Thirty-Five Year Eatonians

### Albert Christie "Drives In" 35 Years

For Albert Christie (garage) November 11 was a memorable occasion for then he celebrated his 35th anniversary with the Company. The staff gathered just after store opening and presented him with a reclining-type easy chair, Mr. A. Arnason, head of department, acting for those present.

Always a careful driver with no accidents to his record, Albert Christie has been entrusted with special driving jobs over the years. He was born in Iceland and has been with the delivery and the garage since joining the Company.

Mr. Christie is proud of his five sons and one daughter and two of them, Gladys (205) and Allan (pastry baker), are with Eaton's. An ardent gardener, Mr. Christie also curled and bowled with the Eaton leagues. With this fine record of service, Albert Christie retired on November 25.

### Congratulations to the Young Miss Benner

On October 26, Miss Violet Benner (mail order exchanges) celebrated her 35th anniversary with the Company. This hardly seems possible when you have seen Vi who could easily be in her twenties. However, she assures us that it is true, and when the great day rolled around, Miss Benner's office associates made it a memorable one by presenting her with a lovely silver tea service and tray.

Mrs. Margaret Orchard also entertained in her behalf and those attending the party presented Vi with a corsage, Ronson lighter; also salad forks and butter spreaders in the Lady Hamilton pattern.

Many have questioned Vi about her long service, and she whimsically explains: "My mother lost me in the store during a sale and that night the watchman took me to the filing department and filed me away under 'B' for baby. The next morning I dug in with the rest of the staff and went to work. I have been here since." Miss Benner, who was born in Salisbury, Ill., is an active person. Her hobbies are mostly outdoor ones . . . hunting, boating and fishing.

### William J. Reid

"Working for a firm like Eaton's has made my 35 years' service all too short," declares Bill Reid. Born in Banffshire, Scotland, Bill started with us on November 2, 1914. His last 19 years have been with the men's furnishings, mail order. Previously with the harness, sporting goods, notions and drugs.

Keenly interested in community club, young people's work and outdoor sports, Mr. Reid has the Royal Life Saving medal and is also an experienced director of amateur dramatics. He was presented with a mantel radio by Mr. Les Cleve as a memento from the staff.

### To Save Time and Tempers—WILL YOU PLEASE WRITE PLAINLY?

As gift shopping reaches its peak, taxing time and tempers, up crops the old bogey, the badly written sales check! To save costly errors, delays, disappointments, needless worry and extra work for our delivery men, we know you'll co-operate in this problem. Here's how you can help:

1. Please write clearly and distinctly without flourishes.
2. Please print or write numbers distinctly.
3. It is of the utmost importance that C.O.D. checks be made out correctly—especially the correct amount to be collected by the driver.

Poorly written addresses and illegible figures cause no end of delay to the drivers and irritation to customers. **And above all, always repeat the address back to the customer. Thank you, Eatonians!**



Left—Mr. W. Bucham's anniversary smile. Centre—Mrs. Mary McIlveen (left), Mrs. W. Bucham. Right—Mrs. McIlveen receives a quarter-century gift presented by Mr. S. C. Florence.

## SIXTY YEARS WITH EATON'S

Books and Stationery Staff Honour

**MR. W. BUCHAM and MRS. MARY McILVEEN at Dinner Party**

There was a "gathering of the clans" at Moore's on Friday, November 4, when book and stationery departments, city and mail order, met to honour Mr. William Bucham on his 35th anniversary with the Company, and Mrs. Mary McIlveen who celebrated her 25th anniversary on November 11. At the head table with the guests of honour were Mrs. Bucham, Mr. and Mrs. S. Florence, Mr. and Mrs. S. Fleming, Mrs. J. Stokes, Misses M. Jenkins, N. Yeddeau, M. Preston and Mr. W. Gould. Mr. Florence presided.

After a sumptuous chicken dinner, Mr. Florence traced the careers of our hero and heroine, bringing to light many amusing incidents (to the delight of those assembled) and which they would probably like to forget, and then made the presentation of a mahogany table to Mr. Bucham and a wrist watch to Mrs. McIlveen. Mr. Bucham's "silent partner" said she couldn't let the evening go by without adding her "thank you." Mr. Gould, who started his career with Mr. Bucham, delighted the gathering with one of his topical poems dedicated to "William and Mary." Mr. J. Marshall then read congratulatory telegrams from friends and associates across the country.

The formal part of the program being ended, Mr. Sam Fleming took over with music and games. Everybody had fun and the "stunts" brought forth much laughter. The evening closed with "Auld Lang Syne" and all went home feeling grateful to those who worked so hard to give us so much pleasure. Take a bow, Misses B. Kent, L. Vincent, Mr. S. Fleming and Mr. S. Florence.

—M. L.

## A HAPPY THIRTIETH!

Congratulations to the following Eatonians who joined the Company during November, 1919

MISS VERA NOBLE (depositors' account)	Nov. 3	MR. PHILIP HEILAND (printing).....	Nov. 10
MR. OSWALD C. TURNBULL (service meats)	Nov. 4	MR. FREDERICK J. BARNSDALE (supervisor, juveniles) .....	Nov. 11
MISS WINNIFRED BOWLEY (mail order women's suits and coats).....	Nov. 4	MR. ANDREW WHITE (city despatch) .....	Nov. 13
MR. ARTHUR C. WRIGHT (mail order drugs) .....	Nov. 5	MR. W. E. C. HURLBURST (editor of Contacts) .....	Nov. 19
MR. CHARLES STEELE (picture workroom) .....	Nov. 10	MR. ROBERT TORRANCE (printing)....	Nov. 21
		MR. THOMAS HEMBROFF (mail order sporting goods) .....	Nov. 24

\* \* \* \*

Congratulations to MISS VERA NOBLE who celebrated her 30th anniversary with the Company on November 3. Mr. W. J. Thomson, head of department, presented her with an Elizabeth Arden make-up case as a token of esteem from the office staff.





## THIRTY-YEAR HONOURS

Top Row, left to right—(1) Oswald C. Turnbull (meats). In his spare moments Mr. Turnbull is an inventor and has some ingenious gadgets to his credit. On November 4, the staff presented him with an electric fan, his chosen anniversary gift. (2) Isabelle Gordon (mail order exchanges) smiles happily on her anniversary morn, October 7. An electric mantel clock was her gift from the staff. (3) (circle) Mr. Charlie Hine (head of department, Port Arthur store), also widely known among Winnipeg Eatonians, is seen with Mrs. Hine at the Port Arthur Country Club on September 29, when he was presented with a memento by Mr. H. Perry, on behalf of the staff, to mark his 30th anniversary. (4) Dave Oliphant (assistant, mail order juvenile) is presented with a mantel radio by Mr. Fred Barnsdale as a 30th anniversary gift from his fellow workers on October 16. (5) Elmo Johnston (investigation department) (a nice likeness, Johnny!) received a surprise party and an anniversary remembrance from his associates on October 23.

Lower Row (left to right)—(1) Helen Simpson (notions, mail order) looks very happy about her anniversary, October 23. And what a lovely handbag! (2) Need we tell you this is The Great Robinson (G. W.), head of department, mail order exchanges? His desk was loaded with anniversary gifts on October 29. We can imagine the flow of oratory from friend George! (3) Charlie Parkin (mail order juvenile) received an electric mantel clock from the staff on his anniversary, October 20, presented by his chief, Mr. Fred Barnsdale (left).

### THEY PLANTED CARROTS FOR CHRISTMAS!

FRANK AND MRS. SAILS are seen standing in the doorway of their lovely home at 868 Hampshire Road, Victoria, B.C. While holidaying at the west coast in October, Contacts was a guest of the Sails one rainy but delightful day. It was good to see them both looking remarkably well with a healthy outdoor tan that comes from digging in the good earth. The former head of the budget plan (and now a gentleman in retirement) recently planted carrots that he expects to be ready for Christmas dinner, and strawberries for the spring!

THE CHARLIE TRIBBLES (former 132 chief) also lives nearby. Dropping in to say hello, we found another happy couple puttingter about their garden and looking the picture of health. After bringing the Tribbles up-to-date on Winnipeg Eatonians, we left bearing a big bouquet of fresh-cut yellow roses.





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



# Welcome to the EATON Quarter-Century Club



1



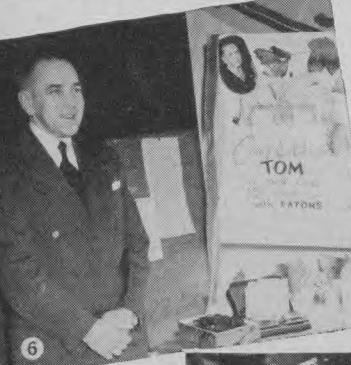
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4



8



6



Fourteen



9

## 1,185 Years With The Company

In this issue of Contacts we honour a new group of Eaton people for long service—forty-one of them whose anniversaries with the Company aggregate 1,185 years! We believe that they are numbered not only among the most valuable members of the Winnipeg staff, but also among the most substantial members of the communities in which they live. This anniversary list comprises: 22 quarter centuries, 11 thirty years, 4 thirty-five years, 3 forty years, and 1 forty-five years. Congratulations all!

### 1 CHARLES "REG." LAMBERT

"Lucky" Lambert might well be the tag given to Mr. Charles R. Lambert (assistant, notions) who, on October 20, celebrated his quarter-century with Eaton's. "Lucky" because on that big day the popular Reg was presented with a pair of posh-looking travel cases in opulent rawhide—the gift of the notions staff. Then along came his former associates of the fancy goods with a car refrigerator.

Mrs. Lambert (formerly Grace Edwards of the city ad art staff) was also remembered with a bouquet of roses, carnation and 'mums.'

Winnipeg born, Reg Lambert served 15 years with the men's furnishings before joining the notions and fancy goods.

### 2 KATE PRICE

"The last 25 years have been so pleasant that I wouldn't mind another 25," Mrs. Kate Price (132) told her associates when they gathered to honour her on her quarter-century anniversary, October 20. On behalf of the staff, Mr. D. Galbraith, head of department, presented Kate with a chest of silver and a lovely handbag. Miss B. Forbes then pinned a rose corsage on the honour guest. With 132 department since she joined Eaton's, Mrs. Price has been in the nursery on the fifth floor for the last four years. Her hobbies are sewing and fancy work.

### 3 WILLIAM G. RENNIE

Born in Waterloo County, Ontario, Gordon Rennie joined the men's clothing department October 21, 1924. Now with the made-to-measure section. He served overseas in World War I with the 90th and First C.M.R.'s.

A solid citizen and conscientious, well-liked Eatonian, Gordon, gardens, curls, is a member of Knox United Church and the A.O.T.S. Club. Presented with a handsome table lamp by fellow workers who also stood him to a dinner party at the St. Charles Hotel. As to curling, he is especially proud of having beaten his former supervisor, Mr. W. J. McKeag, in a crucial game.

### 4 AGNES FAULDS ADAM

It was a "silver anniversary" for Miss Agnes Adam (alterations) on October 28, the day she became a member of the Quarter-Century Club. Her associates in the department presented her with a chest of silver, place setting for four in the "Evening Star" pattern, Mr. J. A. Ferguson, supervisor, doing the honours. Miss Adam also received gifts of silver flatware from departments 241, 341, 242, 244 and individual friends.

Born in Paisley, Scotland, Agnes Adam's hobby is knitting, and making outfits for her young niece takes up much of her spare time.

### 5 MISS M. LUCY NICHOLL

Despite that English accent, Lucy, as she likes to be called, was born on a farm at Manitou, Man., and joined Eaton's November 3, 1924.

She has been twenty-three years with the mail order shipping where, judging by the avalanche of quarter-century gifts on her desk, she's popular as "all get out." (Binoculars, clock, twin travel cases, for example.)

"Brown Owl" of the 38th Brownie Pack at St. Philip's Church, Lucy was also district commissioner for five years.

### 6 THOMAS CORMIE

A dinner in the Rose Room of the St. Charles Hotel on November 4 honoured Mr. Thomas Cormie (mail order draperies) on his quarter-century anniversary (actual date, November 6). His associates further honoured him on the morning of November 5 when they gathered to present him with a Westminster chimes mantel clock, Mr. W. J. Agnew acting for those present. Several individual gifts were also received by Mr. Cormie.

Born in Glasgow, Scotland, Thomas Cormie married Miss Mary Reid formerly of 147 department and they have two children, Gordon and Ann.

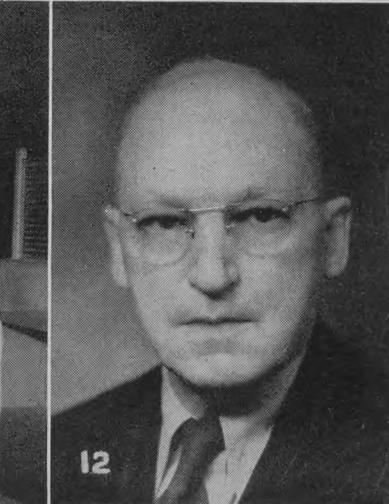
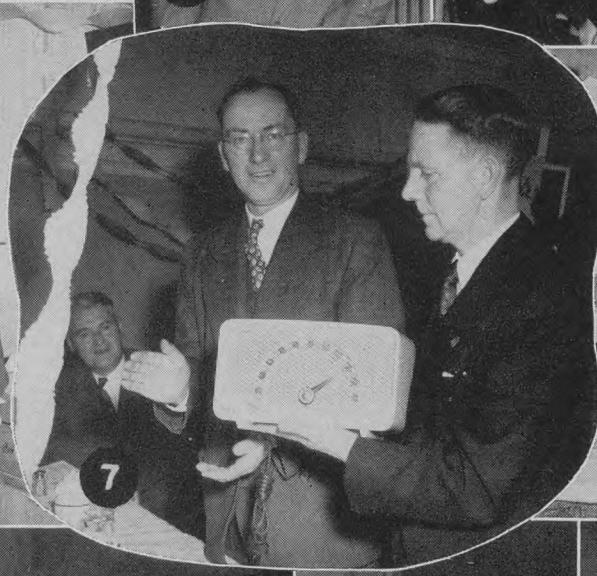
### 7 MARY EWING

"Oh What a Pal is Mary" . . . so runs the old song, and the sentiment is literally true of Mary Ewing (mail order advertising) who celebrated her quarter century on November 6. If a poll were taken of our most popular gals, we know that Mary would be right there in the front row with that warm, friendly smile that is known throughout the mail order. On her quarter-century morn, mail order ad stood Mary to a breakfast party at Moore's, during which Mr. Moray Sinclair, supervisor, presented her with a boudoir clock and a beautiful bedspread. Meanwhile friends loaded Miss Ewing's desk with individual gifts and flowers—one highlight being a caddy cart. Mary golfs, curls and is ever ready to help along any staff activity.

### 8 FLORENCE M. HARDING

The staff of women's sportswear gathered in the department office on November 7 to congratulate Miss Florence Harding on her quarter-century morn. Here they presented Miss Harding with a golf bag, clubs and balls to keep her well outfitted for her favourite hobby. Mr. W. G. Despard, supervisor, made the presentation.

Born in Axminster, Devonshire, Miss Harding was with the mail order heavy goods and mail order sportswear before transferring to the store department 17 years ago. During the war she was a Penny-a-Week secretary.



# Welcome to the Quarter-Century Club

(Continued from Page Fifteen)

## ⑨ JOSEPH D. MOBBERLEY

Joe came to Eaton's on November 7, 1924 and has been with the mail order shipping throughout his service. Born in Dudley, Worcestershire, he joined up in November, 1914, and was reclaimed for "work of national importance" by the Ministry of Munitions.

Mr. and Mrs. Mobberley have a son, Harold J., and a daughter, Dorothy.

Joe golf and gardens and is a life member of the Winnipeg Canoe Club and other clubs. Presented with a caddy cart from the staff, gloves from the gals who also stood him to a breakfast party, while the boys gave him a stag. Nice going!

## ① D. WELDON NEELANDS

The wages office family had an early breakfast together on Saturday morning, November 5, with "Pa" Neelands sitting at the head of the table for a very special reason—his quarter-century anniversary with the Company. Mr. Bert Hughes, head of department, presided. On behalf of the staff, Mr. R. B. T. Whitbread, former wages office supervisor, presented Mr. Neelands with a set of golf clubs. Also, associated with Mr. Neelands for some years in the expense office, Mr. Whitbread, with his gentle humour, had some nice things to say about the guest of honour. A lovely bouquet of red roses was then presented to Mrs. Neelands as her share in the honours, Miss Pat Gibbs acting for the staff.

One of our younger supervisors, Daniel Weldon Neelands was born in Winnipeg. His Eaton service comprises 3½ years with the mail order packing, 13½ years in the expense office and 8 years with the wages. Mr. and Mrs. Neelands have a daughter, Rae, and a son, David. As to hobbies, Weldon loves to give those broad shoulders a work out in the garden.

Picture 1a shows Mrs. Neelands and Mr. Bert Hughes.

## ② FRANK D. ARTISS

A Birmingham, England, lad, and son of that well-remembered Winnipeg Eatonian, the late Harry Artiss, Frank joined the Company November 7, 1924. He spent nineteen years with the mail order packing and the last six with the men's shoes. Mrs. Artiss was Jean Allen, mail order exchange. They have three children, Mae, Franke and Laurie.

An elder in Riverview United Church, Frank also golfs,curls and bowls.

His quarter-century honours were a power saw presented by Mr. Dunc Sproat on behalf of the staff and a party held at the home of Mrs. Noreen Price during which he received more tools for his beloved workshop, presented by Mr. Graham Travers. The shoe repair gang and Frank's former department, the mail order packing, also remembered him with gifts.

New Arrival: "What does it mean — 'Yuletide Greetings?'"  
Friend: "Lend me \$5—you'll tide me over for a few days."

## ③ OWEN EDGAR CHAPMAN

Over 50 members of the mail order sales room were present at a dinner held at the "Homestead" on November 12 in honour of Mr. Owen Chapman who celebrated his quarter-century anniversary that day. Also present was Mrs. Chapman who was the recipient of a corsage. As his anniversary gift from the department, Mr. Chapman received a mantel radio as well as several individual gifts. During the day many friends called to congratulate him.

Owen Chapman was born in Holland Landing, Ont. He is a member of the Assiniboine Lawn Bowling Club.

## ④ JOHN SHEPHERD

For Belfast born John Shepherd, November 11 was really a day of remembrance for then he celebrated his quarter-century anniversary. Looking back on his 25 years, Mr. Shepherd reported they were all spent with mail order staples except for four years during the first world war when he was with the Royal Irish Rifles in France, and during the second world war when he was recalled to the Esquimalt shipyards.

Mr. Shepherd was presented with a coffee table by his associates, Mr. T. H. Hancock, head of department, making the presentation.

## ⑤ ALFRED JENNER

A driver on the St. Vital route for 25 years without ever having an accident, is the proud record held by Mr. Alfred Jenner (drivers) on his quarter-century anniversary, November 12. As an anniversary gift, Mr. Jenner received a torchiere lamp presented by Mr. C. Tucker, supervisor. Born in Bromley, Kent, Eng., Alf Jenner started with the fruit department where he met and married Miss Agnes Laskie (formerly of the fruits). He broke his service and then rejoined the Company with his present department. The Jenner's have four children, Elsie, Bart, Mary and Peter.

## ⑥ J. D. "DICK" WRIGHT

A dance at the West Kildonan Legion Hall on November 9 honoured Mr. J. D. "Dick" Wright (mail order furniture) who celebrated his quarter-century anniversary on November 12. Then on the big day the staff presented him with a sterling engraved cigarette case and a gold expansion bracelet, Mr. R. J. Brown, head of department, doing the honours.

Dick's wife was the former Miss Marion Wiseman of the fancy goods department, and they have a daughter, Ruth, who is with the telephones. Gardening and bowling take up his leisure hours. (Continued on Page Eighteen)

Prodigy: "Mother, where did all these pretty toys come from?"

Parent: "Why, dear, Santa brought them."

Prodigy: "Did he bring everything? Did he bring the electric train—the baseball glove—the ice skates?"

Parent: "Yes, my love, he brought everything."

Prodigy: "Well, Mother, may I ask who buys all the things in the stores?"

## Welcome to the Quarter-Century Club

(Continued from Page Seventeen)

7

### JAMES H. CARTER

Jim is a product of Old London and has been with the men's furnishings continuously since November 12, 1924. In World War 2 he served overseas with the R.C.A.F. as a corporal. Mrs. Carter was Jane Hannah Cruden (gloves) and they have three sons, Stanley, Norman and Charlie. Music is Jim Carter's hobby and he's a skilled artist on the bass viol, having played with various bands and orchestras. He also plays the trombone.

At a luncheon held in Jim's honour at the St. Charles Hotel on his quarter-century anniversary, he was presented with a swank mantel radio by Mr. Jerry Caine, head of department. Jim's reply was both eloquent and sincere—one of the finest tributes to a departmental association this scribe has yet heard.

8

### MARJORIE ADAMS

When Marjorie Winnifred Adams (mail order dress goods) arrived at the office on November 12 she was greeted with a barrage of good wishes, a gorgeous bouquet of 'mums and a deskful of gifts from her fellow workers to mark her entry into the Eaton Quarter-Century Club. With his gentle wit, Mr. Percy Longstaffe, head of department, then made the presentation to Marjorie of a mantel radio from the staff. She was also honoured with a breakfast party at the Homestead, when the girls presented her with a compact.

Born near Toronto but brought up in Swan Lake, Man., Miss Adams takes an active interest in church work. She also enjoys the cultural things of life, like good books and celebrity concerts.

9

### GENEVIEVE ADAMS

The general office was the scene of much activity on November 12 as the staff got together to honour Miss Genevieve Adams on her quarter-century anniversary (actual date, November 13). Mr. J. M. Brown made the presentation of a lovely figurine, "Mary Jane," to Miss Adams on behalf of her associates.

"Jenny," as she is popularly known, was born in Chicago, Ill. She was with the mail order on first joining the Company, then the toys, and with the general office since 1943. Jenny's hobbies are reading, needlepoint and travelling.

10

### ELIZABETH HILDA SIM

A Scot's gal from Fifeshire, who started with Eaton's as a parceller, Miss Hilda Sim celebrated her quarter century with the Company on November 12. In honour of this event, her associates of the city exchange presented Miss Sim with a gift of luxurious nylon airplane luggage. Judging by that charming smile (see picture) Hilda was very happy about the whole thing. The gift was a happy thought, too, because, accompanied by her mother, Miss Sim plans to fly to her birthplace for a visit during her quarter-century holiday next summer.

11

### HELEN FREDA KITTLE

Miss Helen Kittle (mail order dress goods) will be outfitted for travelling when her quarter-century holiday rolls around for, as her department gift on her anniversary, November 15, she received a lovely pair of twin travelling cases. Mr. P. H. Longstaffe, head of department, made the presentation.

The girls of the department also took Helen to breakfast in the grill room where they presented her with a compact. Helen Kittle was born in Port Arthur, Ontario, and is fond of good books and music. She has been a member of department 33 since joining Eaton's.

12

### BURTON S. WILLIAMS

The composing room boys at the Eaton printing plant took time out on November 11 to congratulate Bert Williams upon his quarter-century anniversary and to present him with a handsome leather billfold.

A maritimer, born in St. John, N.B., Burton Spencer Williams has been a member of our printing plant since 1924. Mr. Williams has two daughters, Olive and Audrey, and three grandchildren. In his leisure hours Bert, like many of the printing fraternity, enjoys a spot of fishing.

### The Real Boss

Regardless of titles the real "Boss" is the customer. Without him we would not be in business. When he favours us with business he is not interrupting our job—he is the only reason for it. Don't argue with a customer. That is one debate you can't win. If we are not considerate of the customer today, someday we are going to be down on our knees praying for his return.

## HOCKEY—By Helgi Johnson

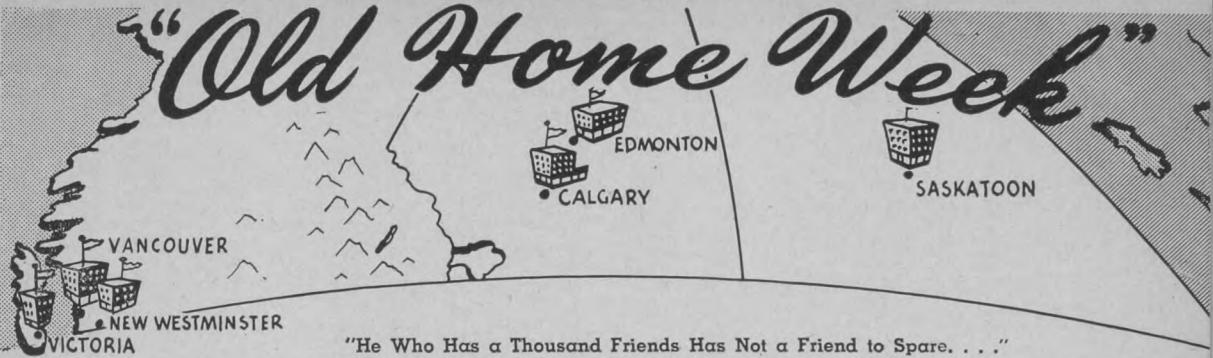
All interested in playing hockey please contact managers:

**Doug Thomson** (228)....**Rockets**  
**Gord Hamilton** (60).....**Vikings**

**Cecil Robinson** (272).....**Flyers**  
**Helgi Johnson** (44)....**Gremlins**

The Rockets and Flyers represent the store and Gremlins and Vikings the mail order. Watch for opening date. All games to be played at the Olympic Rink.

Another big Booster Night is being planned. Further information will be announced at a later date.



"He Who Has a Thousand Friends Has Not a Friend to Spare. . . ."

Folks, if you'll allow us the space, we would like to step out of character long enough to pay some "thank you" calls across the west.

When you spend most of your waking hours associating with and writing about your fellow employees, you naturally come to number them among your closest friends. Though many thousands strong, we Eatonians are an unusually clannish family. We work together, play together, and oftener than not, marry within our own ranks (look around you and start counting heads)!

When one of our number transfers to another branch we miss him, wonder how he is and how he's doing. Then there are those other members of the "family" we've so often written to yet never see. Over the years a friendly warmth creeps into our correspondence and the wish that we could shake the hand of these unseen "relatives." (After all, unless you're anti-social, is there anything more interesting than people?)

Four years ago we spent part of a memorable quarter-century holiday visiting Eatonians from Canada's great industrial city of Hamilton to Moncton in the Company's maritime division. So, when our thirty-year holiday rolled around this year, recalling those happy weeks, we decided to hit the Western Trail. Planning a flying visit to Vancouver, we stopped off at Saskatoon, Edmonton and Calgary to renew old friendships.

**SASKATOON**—known as the "Hub City" because it's located in the centre of Saskatchewan's great wheat-growing belt—Saskatoon might well be known as the "City of Beautiful Bridges"—bridges that span the swift-flowing South Saskatchewan River. No traffic problem there!

Built of Tyndall stone, with its row of upper windows in graceful gothic style, our Saskatoon store took on an added beauty and dignity in the sunlight of an early October morning. Nor will we forget the hearty welcome within its portals from that veteran Eatonian, our Saskatoon manager, Mr. Harry Keough, one of Winnipeg store's originals; and merchandise manager Johnny Manson. It was also good to meet George Green and Ed Wilson former "Gateway City" Eatonians.

It was also a pleasure to meet many other Eatonians for the first time, including Harvey Balloid who succeeded Doug Simmons as editor of "Prairie Breezes."

At **EDMONTON**—Canada's booming oil capital, gateway to the north and Alaskan highway—the handshake and the hospitality were again equally spontaneous and heart-warming.

It was good to meet more Winnipeg old timers here, like Mr. Harry Wildman, store manager; Norm Wasson, merchandise manager; Ken Barling, superintendent; Ross MacLean, R. L. Gilmour, Jim Patterson. Also Helen Saunders, charming editor of the "Edmontonian," Joyce Livingstone and many other native Albertans.

A special thank you to our old comrade of World War I, Jack Maley, for that trip to the oil fields . . . to Norm Wasson and Ken Barling for so many kind-

nesses including that invitation to the golf dinner with the Red Deer boys.

At **CALGARY**—"The Foothills City in the Valley of the Bow"—we met another aggregation of old friends and former 'Peg associates whose famous brand of western hospitality needs no embellishment. But we do want to say "Thanks again, partner!" to Messrs. Gordon Hargreaves, merchandise manager; Joe Blair, superintendent; Woody Case, advertising, and Mrs. Case.

It was nice meeting other Calgarians, too—Ken Howard, Jack Hartley, Barry Bouger, Stan Jones, Myron Olmstead, Roy Bader—all from the 'Peg, and not forgetting Georgina Drowley, formerly of Lethbridge, but well known in Winnipeg.

From Calgary we sped on to Vancouver, Victoria and Seattle. Stopping briefly in Vancouver we had the pleasure of meeting David Loughnan, editor of "Coastal Currents;" lunched in the scenic Marine room at Eaton's, and here met a whole flock of familiar faces!

During a quick jaunt over to the New Westminster store with Mr. Belden (thanks, Sel, for playing host so kindly!) we admired the new building and met its manager, Mr. Harold McCausland, another old friend from Brandon; also Doug Simmons, formerly of Saskatoon.

Sailing across the gulf to Victoria, we met Mr. Gilmour, Neil Bergstrom, with that same big, sunny smile; Reg. Hind, and a former city ad associate, Art Taylor, now Victoria store's advertising manager.

Thank you, fellow Eatonians, for your wonderful hospitality. It was like "Old Home Week" to meet you again. Ours was only a fleeting glimpse, nevertheless, it was an inspiration to realize the far-flung roots of this great institution—an experience enriched with happy memories!

—W.E.C.H.

"**CRAFTSMANSHIP** is never an accident, but always the result of high intention, sincere effort, intelligent direction and skilled execution."



## "DASHING THROUGH THE SNOW..."

The fairies laid a carpet of fresh-fallen snow in honour of Santa Claus' arrival on Saturday morning, November 19, and they kept right on laying it throughout the good Saint Nick's triumphant tour of Winnipeg streets. This, of course, was all very timely and poetic, only somebody forgot to turn on the sun. As a result, leaden skies didn't do justice to the sparkling splendor of the entire pageant, especially the breath-taking beauty of the floats dressed in their glittering fluorescent fabrics. Despite the sun's lack of co-operation, old timers voted 1949's parade the most colourful, most interest-packed in a long line of spectacular successes. And some 60,000 young experts lining the curbs, billboards, roof tops, tree tops and car tops, certainly agreed.

Eleven majestic floats highlighted the pageant. The children gazed at them all in starry-eyed wonderment . . . but they especially loved the "Toyland Express," a regular "puffin' Billy," belching real smoke, whistle tooting and bell clanging importantly. . . . The "Candyland Navy" thrilled sailor-minded lads; while little tots were delighted to see "Johnny So Long at the Fair" and "The Cow Jumped Over the Moon" materialize before their very eyes; also beloved "Punkinhead," "The Ten Little Injuns," lovely "Cinderella" looking very happy, and finally, Santa riding high in a gorgeous new sleigh and trappings, but still his jolly old self.



## *A Few Glimpses of Santa's Arrival*

Bands of the Sea Cadets and Air Force Cadets kept the big show moving along at a lively tempo, while, as in other years little folks from the city's various children's homes were guests of the Company at the parade and for luncheon after.

### **It's A Great Production Job . . .**

... too great, indeed, to tell about in this limited space. In the centre at bottom row of layout, you see four key members of the production staff (left to right) Louise Oberdan, whose skilled fingers cut out and sew on the various trimmings; Charlie Fernstrom, boss carpenter; Neil Cooper, talented designer, and Joe Doneghy, boss painter. For weeks on end these four specialists, with a staff of some fifty workmen, have been completing designs, building, painting and dressing the floats and features. Staffing the parade was under the direction of Tom Miller and Edna Middleton (city ad). The personnel was selected from Greater Winnipeg high schools with junior executives acting as captains.

Before the big day, the Santa Claus broadcast had little folks glued to the radio; while the on-the-spot broadcast by Edna Middleton and CBC's Norm McBain gave a thrill to Santa's little shut-ins. Displayman Ernie Beattie was in there pitching every minute, too, and finally, a salute to "Commander-in-Chief" Herman Carson (who can be seen holding the "script") for another top-flight production.



*CBW Studio Overflows With Fun as  
Eaton Good Deed Club Stages*

## Annual HALLOWE'EN PARTY



# PRESENCE OF MIND REWARDED!

## Two Manitoba Girls Honoured at Good Deed Club's Annual Hallowe'en Party

(See Pictures on Facing Page)

Robin Hood, Minnehaha, Little Bo Peep and other immortals stepped out of their story book pages and into the corridors of CBW broadcasting station on Saturday morning, October 29, to join in the annual Hallowe'en high jinks of the Eaton Good Deed Radio Club.

Every square inch of studio space was occupied by the young masqueraders during the broadcast. Meanwhile mothers, older sisters, cousins and aunts also enjoyed the program both visually and audibly from the adjoining observation room.

CBW announcer Norm McBain M.C.'d the show assisted by Good Deed Club secretary Edna Middleton and Marjorie Graham, with Harold Green, accompanist.

### On the Entertainment Side

Highlighting the program was the choir of 31 pupils from grades 5 and 6 in Seven Oaks school, ably conducted by Miss Arnold.

Other talented young artists were: Freda Coodin, 9, pianist; Paul Fraser, 8, in a reading; Lynn Fisher, 10-year-old accordionist; Fred Birrell, 10, reading; Carolyn Cohen, 10, vocalist; Marlene McKinnon, 12, pianist.

A Milk Drinking Stunt provoked a lot of merriment. Susanne Lanthier, at right of picture, won handily.

### Two Daughters To Be Proud of!

Presentations of 15-jewel gold wrist watches and gold star pins were made to nine-year-old Verla McDonald of Neepawa, Man., and to little Marjorie McKay, Winnipeg, for outstanding good deeds. Both girls showed remarkable presence of mind in

emergencies which saved their younger brothers from serious accidents.

Finally the party ended, make-up was wiped from tiny faces, costumes were wrapped up and reluctantly the Good Deeders started homeward, each bearing a Hallowe'en treat. And next comes Santa's broadcast and parade—what fun to be a child these days!

\* \* \*

### Description of Pictures on Facing Page

Top Row—Left: How children love to "dress up!" Right—A corner of CBW studio, packed with witches, gypsy dancers, "pirits" and ghosts.

Second Row—Left: Bewitching Brenda Trojan of six summers confessed she was a "glamour gal." Centre: Fred Birrell gave a fine dramatization of "Seein' Things At Night." Right: Talented Marlene McKinnon won a big hand with "Carnival in Venice."

Third Row—Left: Marjorie McKay's outstanding Good Deed is cited by Norm McBain, CBW, as Edna Middleton presents the gold wrist watch award. Centre: Paul Fraser entertains. Right: Seven Oaks School choir, conducted by Miss Arnold, delights with several numbers.

Lower Row—Left: Gurggle, gurggle! The little gal on the right won in a walk—or a gulp. Centre: Carolyn Cohen singing "The Second Minuet." Right: **The Prizewinners**—left to right, Keith Warren, 8, who told Announcer Norm McBain with boyish directness "I'm a gentleman"; Brenda Trojan, 6, "a glamour girl"; Karen Cleal, 6, who despite the loveliest brown curls was an Indian princess; and Robin Hood, lustily portrayed by Larry Fogg, 9.

In the Spirit of Christmas—Let Us All Remember . . .

## The Canadian Legion Christmas Tree

Yes, it's a busy time for all of us, but amid the happy hustle and bustle of holiday shopping let us pause a moment to lay a gift of remembrance beneath the wide-spread branches of the Canadian Legion Christmas Tree for Hospitalized War Veterans; a gift of thanks to those who sacrificed so much for us.

Such is the true Christmas spirit! 'Tis a spirit symbolic of the Magi who "came bearing gifts to lay at the feet of the infant Jesus"—He who was destined to suffer for all mankind.

You'll Find the Legion Christmas Tree in Its Accustomed Spot on the Main Floor in the Men's Clothing Department





## "The Wedding March"

Top Row, left to right—(1) MISS KAY CHAPMAN (elevators) was married to Mr. Donald Desjardins (painters) on October 22 at St. Mary's Cathedral. As a wedding gift she received a toaster from the girls of the department. Mr. J. F. Cheale is seen making the presentation. (2) Wedding bells rang for MISS LYDIA SCHLAMP (shirt factory) on November 12 when she became the bride of Mr. David Miller in Detroit, Mich. She received a silver serving tray as a gift from the department and was also feted by Miss Madeline Dheere (shirt factory) at a shower. The girls presented her with trapper point blankets. (3) The marriage of MISS ZYRUCHA (fancy goods workroom) took place on October 29 at St. Nicholas Church when she became the bride of Mr. Michael Puznicki. On behalf of the staff Mr. L. W. Shaw, assistant, presented Anne with a large mirror. The girls also held a miscellaneous shower for her at the home of Miss Doris Cairns. (4) The lone groom, MR. DUNDAS DEWAR (mail order jewellery), was married to Miss Judy Stanchuk (beauty shop) on October 21 in St. Vladimir and Olga Church. He received a torchiere lamp from the department and Mr. R. Robertson, head of department, is seen making the presentation. The boys also held a stag for the groom-to-be at the Kildonan Legion Hall on October 7.

Second Row, left to right—(1) MISS LORENE WESTON (mail order copying) became Mrs. René Fraser at Old St. Andrew's Church on October 22. She received a satin comforter and Revere ware as her gift from the department. (2) MISS HELEN WIEBE (mail order children's wear) is now Mrs. Wilford Kurtz following her wedding on October 29 at the Church of God Chapel, Morden. A satin comforter was her gift from the department. (3) The wedding of MISS SOLANGE "SALLY" MONDOR (mail order copying) took place on October 15 at Holy Rosary Church when she became the bride of Mr. Fred Gauvreau. The department presented her with a pair of blankets.

(Continued on Page Twenty-Nine)



# The Homemakers Page



The excitement of Christmas is in the air! One can almost smell the pungent, piny odor of Christmas trees which will soon be gracing every home. The shiny decorations, the tinkling bells, the coloured lights and gay wrappings now on display everywhere, bring nostalgic memories of last year's Christmas fun and gaiety, and remind one of the parties approaching with the festive season.

Every homemaker wants Christmas to be a wonderful time for her family and friends. She wants her entertaining to be "extra special," something to remember.

In this bright season, nearly every home will be opened for friends to drop in and families to gather.

Whether you are planning for large groups or for small informal gatherings, new food ideas are always welcome. Here are some Christmas suggestions made by Miss A. Louise Martin, B.S., H.E.C., grill room dietitian. At least one of them will be just what you are looking for.

## CHRISTMAS RECIPES

### Almond Christmas Balls

1 cup butter. 1/2 teaspoon salt.  
1/4 cup confectioner's sugar. 1 cup ground almonds.  
2 cups sifted flour. 1 teaspoon vanilla.  
Candied cherries.

Cream butter. Add sugar, blend until light and fluffy. Add flour, salt, almonds and vanilla; mix well. To shape cookies take a teaspoon of dough, put a cherry in the centre and roll into a ball. Bake on greased cookie sheet in slow oven (325 deg. F.) for 30 minutes. Roll in confectioner's sugar or coloured sugar before cooling. Makes about four dozen cookies.

### Mint Jelly

Put 3 pints apple juice into large saucepan, add 1 package powdered pectin, mix well. Bring to a boil, stirring constantly with a wooden spoon, add 7 cups sugar, continue stirring until mixture comes to a full rolling boil, then boil hard for 1 minute. Remove from heat and skim off foam. Add 1 teaspoon mint extract and a few drops of green food colouring, blend well, pour jelly into hot sterilized glasses and cover with 1/8 inch of paraffin immediately. Makes 13 6-ounce glasses.

### Cranberry Apple Pie

2 1/2 cups cranberries. 3 tablespoons quick-cooking tapioca.  
1 1/2 cups sliced apples. 3 tablespoons water.  
1 1/2 cups sugar.

Combine cranberries, apples, sugar, tapioca and water; let stand while preparing pastry. Pour into 9-inch pastry-lined pie pan. Adjust top crust and flute edge. Bake in hot oven (400 deg. F.) 45 to 60 minutes or until apples are tender.

### Chicken Cranberry Salad

1 cup cubed cranberry jelly or sauce. 1 cup diced celery.  
1 cup cubed cooked chicken. 3 tablespoons French dressing.  
1/4 cup broken walnuts.

Lightly toss cranberry jelly, chicken, celery and dressing. Place in lettuce cups and garnish with nuts. Serves four to six.

### No-Bake Fruit Cake

3/4 cup milk.	4 cups walnuts or pecans.
1 lb. marshmallows.	Candied cherries and
1 lb. graham wafers.	pineapple.
1 lb. seedless raisins.	Blanched almonds.
1 pint jar mixed candied fruit.	Sherry or grape juice.

Put milk in saucepan, scald over low heat. Add marshmallows, stir constantly and cook until smooth. Remove from heat. Put graham wafers in a paper bag and crush with rolling pin. Mix crumbs with raisins, mixed candied fruit and nuts. Add marshmallow mixture, blend well. Line a two-quart casserole or mould with waxed paper. Add fruit cake mixture, press down firmly so it takes the shape of the container. Decorate top with candied pineapple, cherries and almonds. Let age for one month. Sprinkle sherry or grape juice over cake about twice a week while aging. Can be made into several small cakes if desired.

### Almond Wreaths

7 eggs.	1/2 cup almonds.
2 cups sugar.	1 teaspoon lemon extract.
8 tablespoons cream.	Flour.
4 tablespoons butter.	

Beat eggs with sugar and cream. Add melted butter, ground or chopped almonds, lemon extract and flour, enough to allow dough to be rolled out. Cut with doughnut cutter or roll between hands in strips to form wreaths. Fry in boiling lard, which is of the right temperature when a wreath comes to the top immediately after having been dropped in. Drain on coarse paper.

### Decorate Your Table

And don't forget that most people eat with the eye first. So you can make your entertaining much more pleasant by serving intriguing dishes in interesting settings. A Christmassy centre-piece on your table with bright candles, a paper Santa Claus or the proverbial yule-log can furnish a pleasing background for a holiday lunch. What about gay place-cards, or holly decorated plastic place mats as the linen department is featuring? Christmas corsages would make a pretty favour for your women guests as well as adding a decorative touch to the table. For informal lunches lap trays, shown in the hardware, are handy and decorative. And festively coloured paper napkins with Christmas or New Year motifs are easily obtainable and invaluable.

There are many things you can do to spruce up your Christmas entertaining, and much depends on your ingenuity. Why not pick up some Christmas ribbon, paper, glue and the other trimmings and make an original centre-piece or place cards? You will not only find it fun but you will probably come up with something very captivating as well as original.





# EATON GOLFERS' BIG NIGHT

## Championship Trophies Presented at Annual Banquet

(See Pictures on Facing Page)

When it comes to golf it rather looked as if Jerry Best had lived up to his name when he stepped up to the head table at the annual golf banquet on Monday night, October 24, at the Fort Garry Hotel, and received not only the President's grand championship trophy, but also the R. S. McCordick trophy as winner of "A" Class. Mr. W. L. Palk, assistant superintendent, made the presentations.

President Percy Longstaffe handled the controls with his customary grace and gentle wit. With him at the head table were Messrs. W. G. B. Dailley, A. D. MacDonell, J. Johnston, W. G. Thomson (past president), Dale Stewart (vice president), P. F. Brigden, Wish Houston, "Scotty" Harper (Free Press), Jack Matheson (Tribune), Jack Meyers (secretary).

During dinner our peerless maestro of the piano, Tom Laidlaw provided a background of soft music while Sam Fleming was songmaster and M.C.

### "To the Victors . . . the Spoils"

Presentation of the long list of trophies and prizes that highlight this great golf club of ours with its membership topping the six hundred mark —were made as follows:

#### John David Eaton Trophy

Winner—JERRY BEST (238)

#### "A" Class—R. S. McCordick Trophy

Winner—J. BEST (238)

Runner-up—D. GIBSON (39)

Low Gross—J. MOSS (270)

Presented by Mr. W. L. Palk

#### "B" Class—Gilbert M. Eaton Trophy

Winner—J. BEWICK (228)

Runner-up—W. HARRISON (281)

Low Gross—H. RAPETA (229 W.R.)

#### "C" Class—R. Y. Eaton Trophy

Winner—J. CASTELAINE (256)

Runner-up—J. KINLEY (1766)

Low Gross—W. G. MITCHELL (172)

Presented by Mr. Jim Johnston

#### "D" Class—H. M. Tucker Trophy

Winner—A. RAMSAY (102)

Runner-up—L. WADDELL (277)

Low Gross—W. SAUNDERS (239)

#### "E" Class—B. C. Scrivener Trophy

Winner—J. BRISCOE (132)

Runner-up—H. DUYVEJOHCK (1077)

Low Gross—J. LEIGHTON (32)

Presented by Mr. A. D. MacDonell

#### SENIORS' FIELD DAY COMPETITION

##### W. G. B. Dailley Trophy

Winner—W. HALL (1074)

#### GRANDFATHERS' FIELD DAY COMPETITION

##### B. C. Scrivener Trophy

Winner—G. LATIMER (118A)

Presented by Mr. W. G. B. Dailley

### LIFE ASSURANCE KNOCKOUT COMPETITIONS

#### Championship

"A" Class Winner—B. NOKES (1142)

Runner-up—J. BEST (238)

"B" Class Winner—F. H. WINGATE (257)

Runner-up—K. TOOTHE (253)

"C" Class Winner—W. MITCHELL (172)

Runner-up—J. CORNE (229 W.R.)

"D" Class Winner—J. KELLAS (44)

Runner-up—A. RAMSAY (102)

"E" Class Winner—J. LEIGHTON (32)

Runner-up—J. BRISCOE (132)

#### Consolation

D. S. Marshall (22) H. L. Alexander (229)

R. Wright (257) E. Jones (33)

J. Pinder (212) H. B. Darroch (1747)

T. Ewart (172) N. Dowin (15)

M. McKenzie (9) A. Russell (238)

Presented by Mr. P. F. Brigden

#### Four-Star Program

Brief, bright and breezy was the variety program that followed the prize presentation. It was ably M.C.'d by Sam Fleming and comprised the following well-known artists: Lil Kligman, impersonations (especially that side-splitter, "Figaro!"); Ernie Fletcher in his clever pantomime of a lone inebriate; Jim Duncan, gifted baritone and CBC artist; and Tom Laidlaw, pianist (well, we all know Tommy!), in solo and accompaniment.

Thus ended another top-flight gathering of Eaton men from every corner of the Winnipeg establishment.

\* \* \*

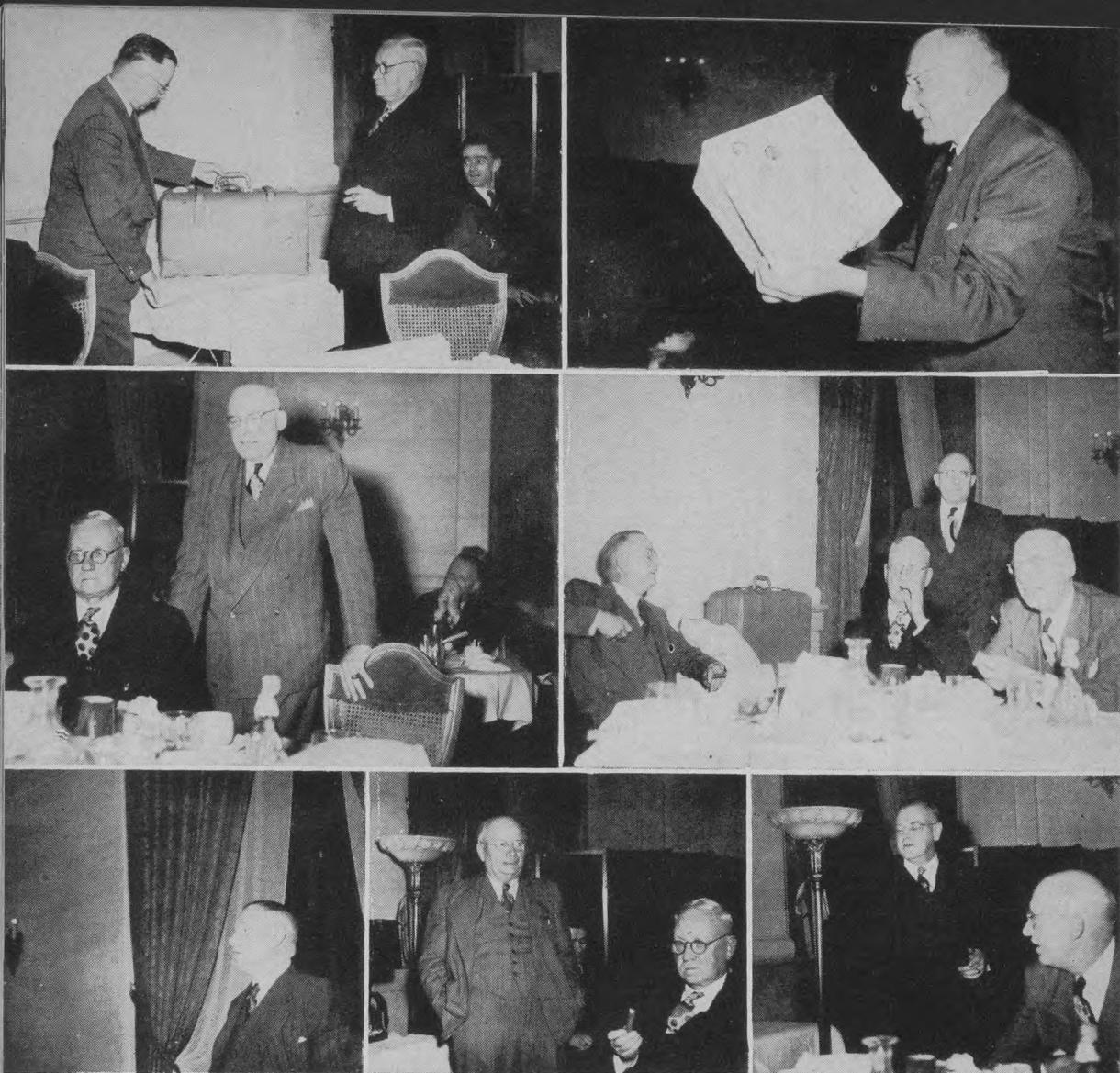
#### Description of Pictures on Facing Page

Top Row—Left: President Percy Longstaffe. Centre: Mr. Jim Johnston presents R. Y. Eaton trophy to J. Castelaine. Right: Mr. W. L. Palk presenting the President's trophy to Jerry Best.

Second Row—Left: Ernie Fletcher, pantomimist. Centre: Jim Bewick receives the G. M. Eaton trophy from Mr. Jim Johnston. Right: Mr. P. F. Brigden presents one of the Life Assurance's many prizes to W. Mitchell, "C" Class knockout. Lower right: Mr. A. D. MacDonell congratulates Allan Ramsay, winner of H. M. Tucker trophy.

Third Row—Left: A pair of Jacks (that are hard to beat)—Jack Meyers (secretary) and Jack Matheson (Tribune). Centre: Lil Kligman wows them with "Figaro." Right: J. Briscoe receives the B. C. Scrivener trophy from Mr. A. D. MacDonell.

Lower Row—Left: Mr. W. G. B. Dailley presents the B. C. Scrivener granddaddies' trophy to George Latimer. Right: Bill Hall receives the seniors' trophy as presented by Mr. Dailley.



Top Row—Left: A cowhide gladstone bag is presented to Mr. McGregor by Mr. Angus Osborne. Right: Mr. Jack Johnson receives a lovely figurine as his anniversary gift.

Second Row—Left: Mr. Charlie Hind (standing) speaks of the friendships made at Eaton's. Right: Mr. Jack Aker (standing at back) voices his thanks for the travel bag "so badly needed."

Lower Row—Left: Mr. Chairman Jim Johnston kept things moving merrily. Centre: Sid McKay says, "When I grow too old to dream, I'll remember the many good friends made at Eaton's." Right: Gordon Angus pays a fine tribute to his chief, Wish Houston.

## MAIL ORDER MEN HONOURED

Following the delightful custom of "saving up" their anniversaries, the supervisors, department heads and assistants of the mail order held a "birthday party" for six of their members on Friday night, October 28, in the Jade Room of the Fort Garry Hotel. A total of 248 years of Eaton service was shared by those honoured:

Mr. H. B. McGregor (women's shoes).....	45 years
Mr. J. G. ("Moose") Johnson (gloves and hosiery).....	40 years
Mr. J. W. Aker (notions and fancy goods).....	40 years
Mr. C. R. Hind (dresses).....	40 years
Mr. G. B. D. Angus (men's shoes).....	40 years
Mr. S. E. McKay (mail order cashiers, recently retired).....	43 years

## "Birthday Party" for Six Mail Order Members Sharing 248 Years With Company

Adding pleasure to the occasion was the presence of Mr. R. S. McCordick, Mr. G. M. Eaton and Mr. R. M. Pinfold, who dropped in to extend their congratulations and good wishes.

Chairman Jim Johnston kept things moving along at a merry tempo, assisted by Mr. Angus Osborne. A quartette led by Mr. Bruce Sutherland made a decided hit, while Bruce's dynamic direction of the singing lent zest to the dinner hour. Others assisting in the impromptu program were: Albert Kent, Bob Robertson, Scott Marshall, Sam Fleming, Bruce McGregor, Jack Donnett, with Harold Price, accompanist. (Any missing names, folks? Hope not. We arrived late from the sponsors' dinner.—Ed.)

### Gifts Presented

Presentations to the honour guests were made by Mr. Osborne, who briefly outlined each man's long and outstanding career. Mr. H. B. McGregor, "daddy of them all," was presented with a cowhide gladstone bag. Mr. Charlie Hind received a beautiful mantel mirror. To Mr. Jack Johnson went an exquisite figurine, "Lady Cythia." Mr. Jack Aker's gift was a gladstone bag, while Mr. Gordon Angus took home a rich-looking twilight to the little woman. To Mr. Sid McKay ("who," said Mr. Osborne, "looks like the late Lord Bennett") was presented a smart table lamp. Responses were brief yet interspersed with wit and memories of other days. As one so aptly summed up: "It is a credit to any company that they can keep so many so long and keep them so happy." \* \* \*

Out-of-town guests were those well-known Eatoniens, W. E. Skerrett, F. Smith and E. Laydon of Hamilton, and Fred Mogey, Regina. Nice having you with us, gentlemen!

### Dauphin Eatoniens Organize Curling Club

At an organization meeting held on Thursday, November 3, Gordon Nicholson (department D270) was elected president, D. Murray (department D379) vice-president, and Margaret Moyer (department D244) secretary-treasurer of the Eaton Curling Club of Dauphin.

The executive will also comprise one member from each department in the store.

Plans are now under way to organize a mixed inter-store curling league which will operate every Thursday half holiday. Eaton's in Dauphin now lays claim to the distinction of being the only retail organization in the town of Dauphin with its own curling club comprised solely of members of its staff. —A. J.

A note comes to Contacts from Jean Murray (Jeannie wi' the light brown hair) asking that we express her thanks to departments 143, 144, 145 and 155 for the lovely flowers sent to her while she was hospitalized with an appendectomy.

## "The Wedding March"

(Continued from Page Twenty-Four)

Third Row, left to right—(1) MISS MATTIE KOWALYK (mail order billing) became Mrs. Gus Foster on October 8 at St. Vladimir and Olga Church. She received a chenille bedspread as a wedding gift from her associates. The girls of the billing office also took her to breakfast in the grill room and presented her with a water set. (2) MISS CLARA DEJONKHEERE (mail order children's wear) became Mrs. Emil Gruhn on October 29 at Sparling United Church. She was presented with a pair of blankets and a tablecloth from the department. (3) Mrs. George Popple was formerly MISS FRANCES MORRISON (mail order cash). She was married on October 8 at Knox United Church. The staff presented her with a chenille bedspread while Miss Dorothy Esselmont (mail order cash) and Mrs. Sally Tate (grill room) entertained for Frances. She was presented with table lamp and kitchenware. (4) Mr. Weldon Neelands, supervisor wages office, presents MISS JANET MORRISON with a four-place setting of Avon crystal from the staff. Janet became Mrs. Robert Whitaker at Augustine United Church on October 8. The girls also held a cup and saucer shower for her at the home of Miss Christine Einarson.

Lower Row, left to right—(1) MISS ELSA GUNDSTRUM (mailing list) who is in centre of group of girls, was married October 15 to Mr. William Klippel at the home of Rev. Duckworth. She was presented with blankets from the department. The girls held a miscellaneous shower for her at the home of Mrs. Daisy Goldhawk of 167 department. (2) MISS ADA MANCHESTER (mail order exchange) became Mrs. Charles Jenner on October 15 at Augustine United Church. She was presented with a mirror and comforter from the department. The groom is of the printing department. (3) Mrs. Theodore Hart was formerly MISS EVELINE BOHEMIER (alterations). She was married October 22 at St. Mary's Cathedral. As a parting gift, Eveline received a lovely table lamp and ornament presented by Miss K. Waywood, head of department.



Top Row—Left: Nurse Louise Drover. Centre: Eaton Nurses Barbara South, Margaret Lawrence, Robena Campbell, Margaret Mitchell and Ives King (retired) with Mr. A. D. MacDonell. Right: Driver John Ogston (right).

Second Row—Left: Alf Dunwoody (left) and his chief, Percy Longstaffe. Centre: Charlie Davies. Right: Bill Rowell and Andy Wylie. Lower right: Charlie Sherman.

Lower Row—Left: Clara Byrne. Right: Muriel Cooper at farewell luncheon.

## RECENT RETIREMENTS

### Alf Dunwoody Off To B.C.

For thirty-four years, Mr. Alfred Dunwoody has been a valued member of the mail order yard goods' staff. So on October 29, when he decided to call it a day, his associates wanted to present him with a gift to remember them by. An occasional chair was what they decided on. Mr. Dunwoody is planning to do a little travelling now that he has some leisure time. He and his wife are going to Nelson, B.C., where they will probably settle. Good luck and best wishes, Alf!

### Jack Ogston—Ideal Cartage Man

"Any job Jack Ogston ever did, he did it right—he has been an ideal cartage man and will be hard to replace." Such was the enthusiastic and sincere tribute paid to Jack Ogston by Mr. Albert Tisdale (assistant, cartage) on the occasion of Jack's retirement October 29, after more than three decades with the Company.

Delivery supervisor Clayton Tucker spoke of the long and faithful service given by both the Ogston brothers, Jack and Bill, who had been with the Eaton cartage section since it was organized. Thanking Jack on behalf of the Company, Mr. Tucker presented him with a parting gift from the staff.

Responding, Mr. Ogston spoke of the many friendships he had made and his happy years with the Company.

## RECENT RETIREMENTS

### "First Lady" of 1748 Retires

A dinner at the St. Regis on October 19 honoured Mrs. Clara Byrne, "first lady" of the shirt factory, on her retirement. Mrs. Byrne was with the shirt factory 37 years, the longest-time woman employee on that staff. On behalf of her associates, Mr. R. M. Jackson, head of department, presented the honour guest with a lovely coffee table. Mrs. Byrne also received many individual gifts of affection and remembrance. Mr. G. Pryce, supervisor, then thanked her for her long, loyal and efficient service. Mrs. Byrne was in charge of alterations of coats and dresses.

### Popular "Charlie" Calls It a Day

On October 31, Charles J. Davies (of the caretaking staff) decided to call it a day. So to bid him good-bye in traditional style, staff members of 132 gathered to present him with an occasional chair, Mr. D. Galbraith, head of department, doing the honours. Charlie, as he is known by all, has made many friends in the store during his 13 years here, for his duties carried him all over the building. As Mr. Galbraith put it, "everybody knows Charlie and everybody is going to miss him." Born in Shropshire, England, Mr. Davies plans to stay in Winnipeg with his family—wife, one son and a daughter.

### Georgia Morris Showered With Gifts

It was with keen regret that the mail order exchange staff said good-bye to Georgia Morris, who retired on October 29 because of ill health. Miss Morris joined the Company on December 2, 1918. "A lovely girl to work with," was her department management's tribute—"generous-spirited and womanly, she made a host of friends." Gifts and tokens of affection literally covered Georgia's beautifully decorated desk on the day of her retirement, while senior girls in the department also honoured her with a breakfast party. Our best wishes for improved health go with you, Georgia!

### William F. Rowell Honoured By Staff

Pioneer of the Eaton picture framing workroom and its foreman until 1946, Mr. William (Bill) Rowell retired on October 31 after 42 years with the Company. The occasion was marked with a presentation to Mr. Rowell of Trapper point blankets from the staff. Mr. Norman Gregg, head of department pictures, paints and wallpapers, made the presentation assisted by Mr. Andy Wylie. A bouquet of roses was presented to Mrs. Rowell by Miss Daisy Ross.

The high regard in which Mr. Rowell has been held by the public over the years was stressed by Mr. Gregg. He added that people relied upon Mr. Rowell's knowledge of and good taste in picture framing. Deeply moved, Mr. Rowell thanked his associates and added that his leisure years would be devoted to religious work.

### Nurse Drover Given Grand Send Off

Nurse Louise Drover's faculty of doing the right thing at the right time, her skill as a nurse, as well as her devotion to duty—were emphasized by Mr. A. D. MacDonell, supervisor of staff and welfare, during a breakfast party held in the board room on November 2 to mark Mrs. Drover's retirement. Thanking Mrs. Drover on behalf of the Company for her loyalty and efficiency, Mr. MacDonell presented her with a dress pin from her associates.

Among those present to honour the mail order's popular nurse were Miss Ives King (formerly store nurse) and Mr. Harry Greenwood now retired. The breakfast party was in addition to a rousing send-off given Nurse Drover by the mail order. On the latter occasion she received a radio and numerous mementos. Mr. Jim Johnston and Mr. Angus Osborne acted for the mail order staff.

### Charlie Sharman Says Good-bye

A party at Peggy's Pantry was held by the staff of the mail order hardware department to say good-bye to Mr. Charlie Sharman who retired on October 29. As a parting gift, Charlie received a power saw and motor from the staff, presented by Mr. A. F. Harding, head of department. Mr. Sharman spent 32 years with Eaton's, all in the mail order hardware. He leaves behind a host of friends and associates in both the store and mail order. Charlie now plans to devote some time to his favourite hobby, gardening.

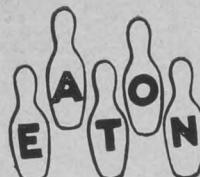
### General Office Honours Muriel Cooper

On Thursday noon, October 27, 85 members of the general office and associated departments gathered at the Blackstone Restaurant to honour Miss Muriel Cooper who was retiring after 34 years with the Company. Mr. Forbes Grassick presided with his usual quiet capability. Following a delightful luncheon, Mr. Walter McNaught, head of department, presented a gift of flatware to Miss Cooper on the G.O.'s behalf.

Briefly reviewing her service, he said that Miss Cooper was born in Calcutta, India, where her father was in the civil service. She had planned to be a "school marm" but came to Canada instead and joined Eaton's in October, 1915. A loyal, exceptionally efficient employee, she was always willing to help others.

A tribute to Miss Cooper was also expressed by Mr. John Brown, assistant, who presented her with a lovely handbag. Mr. R. B. T. Whitbread spoke briefly voicing the Company's appreciation of Miss Cooper's long and devoted service.

Rising to respond, Miss Cooper was deeply affected, but quickly regained her composure and told of her happy years with Eaton's. A devoted churchwoman, she now looks forward to more time in which to engage in the work of Elim Chapel.



# EATON Bowling News

By A. Beavis



As Contacts goes to press, Series No. 2 has been given a good start as far as Divisions 1 to 7 are concerned, but it's a little early to give a true picture of the situation.

In Division 8, Zippers with 21 nice wins over Meteors, 17, lead the way comfortably so far. George Huntington's 794 was tops recently, and Fred Winter's 700 shows he's still in good form.

In Division 9, Percy Smith's Westerners stand in front, two games to the good over Panthers, with 16 wins. J. Bydak with 698 and Harvey Way with 686 were high gents, and Miss M. Douglas led the fair sex again with 663.

Roll-off berth honours went to the following teams on November 1 and it was a hard struggle all the way:

Division 1—Bill Adam's Sparklers by a three-game sweep cinched the spot from W. Stewart's Set Ups who lost two.

Division 2—Alex McDonald's Crackers maintained their lead over the Millwright combination who tried hard with two more wins.

Division 3—in a real photo finish Guy Cancilla's Fuzzies nosed out the Drivers with a total pin score of 2832. Lucky Fuzzies! Boopers and Capitals were close.

Division 4—Frank Frampton's Telecos kept up their pace and took it from the Penny Pinchers by two games. Seven Ups (who did the damage to Penny Pinchers) and Bob Stacey's Eagles were close.

Division 5—Westman's Fixers had this spot all the way but ended up with only two games over Peepers, Blazers and Wal Bees, who took them for their last three games.

Division 6—Tommy Grant's Bee Bees really had to fight for this one, edging out the Wiggetts and Five Spots with a total pin score of 2633. Three teams on top and three more only one game behind!

Division 7—R. Elleker's Eurekas maintained a four-game lead in the final night's play over the Scramblers, who lost two to the Mazumas.

\* \* \*

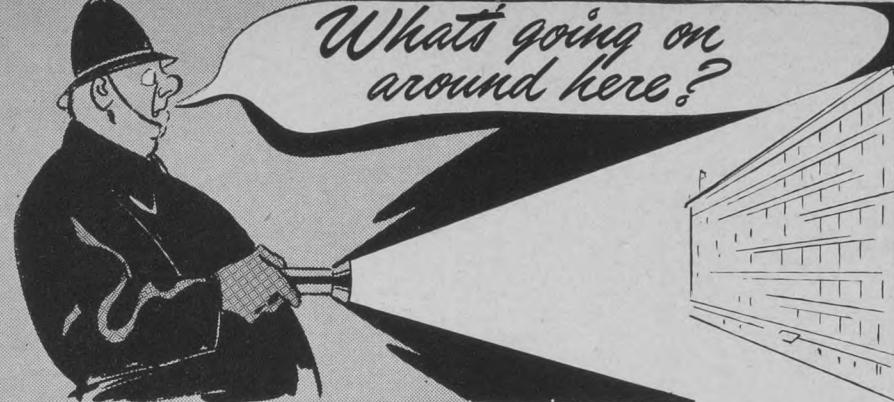
And now, fellow bowlers, if you're looking for a likely prospect for a free turkey dinner, look who won the birds:

MEN	Score	MEN	Score
Jack Collett	327	Bud Insch	279
Bob Shusterove	293	Terry Alston	279
Lloyd Waddell	283	Eric Guile	241
Ernie Wall	294	Chas. Aldous	301
Dave McFetridge	285	Dave Miller	296
John Patterson	332	Tom Grant	224
Ray Leveque	261	Jack Course	226
Maurice King	268		

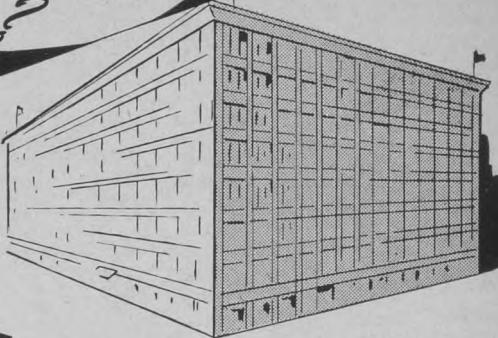
GIRLS	Score	GIRLS	Score
D. Ducharme	331	G. Stanley	212
N. Price	248	P. Murphy	248
H. Tarry	358	N. Mazur	252
M. Barker	265	H. Paul	241
B. Valentine	237	E. Bishop	216
C. Dorge	327	A. Treger	239
E. Backland	271	C. McKenzie	227
G. Chatten	222	A. Longmuir	259
A. Ellie	270	M. Bassey	214
F. Paget	246	I. Vale	249
S. Wagner	246	A. Fast	198
A. Barnicky	268	J. Gibson	193

## HIGH RECORDS TO DATE

	Men's High Single	Men's High Three	Girls' High Single	Girls' High Three	Team High Single	Team High Three
1st Division	Pat Fellows 399	Pat Fellows 895	Kay Melnyk 358	Kay Melnyk 736	Sparklers 1214	Sparklers 3217
2nd Division	Tommy Williams 379	Tommy Williams 911	May Mackay 283	May Mackay 688	Millwrights 1217	Millwrights 3174
3rd Division	John Patterson 310	John Patterson 822	Betty Greenwood 369	Betty Greenwood 784	Boopers 1229	Boopers 3160
4th Division	Ewan McFadyen 334	Frank Frampton 755	Hazel Tarry 355	Millie Barker 763	Selects 1129	Nationals 2858
5th Division	Alf Beavis 315	Bob McQuarrie 806	Hazel Kinsman 333	Hazel Kinsman 731	Wal Bees 1053	Wal Bees 2901
6th Division	Tommy Byachek 324	Tommy Byachek 827	Cay Dorge 326	Cay Dorge 756	Wiggetts 1085	Wise Ones 2945
7th Division	Ray Puttaert 321	Dunny Dewar 786	Dorthea Hardiman 329	June Herring 733	Scramblers 1035	Tryhards 2955
8th Division	Bob Simpson 364	George Huntington 794	Frances McLellan 262	Doris Slack 663	Zippers 1051	Jeers 2614
9th Division	Percy Smith 321	Harvey Way 705	May Douglas 318	May Douglas 770	King Pins 1026	King Pins 2585



*What's going on  
around here?*



#### BASEMENT STORE

##### **Congratulations, Mr. B. Cordingley**

On September 18, Mr. B. Cordingley (basement men's furnishings) celebrated 30 years with the Company. On the morning of his anniversary the members of his department gathered to congratulate him. He was presented with a beautiful torchiere lamp by Mr. T. Carson. Congratulations, Curly, and may you have many more years with the Company.

Best wishes for a speedy recovery are being sent out to Mr. Charles Murray of 928. We all miss you very much, Charlie, and hope to have you back with us soon.

A gathering honouring Miss Hazel Haycock, bride-elect, was held at Moore's by the girls of her department. She was presented with a beautiful tablecloth and serviettes. Miss Haycock was also honoured by the members of her department and presented with a table lamp, Mr. T. Carson acting for the staff. Miss Haycock married Mr. William Bachinsky at Grace United Church on October 15.

\* \* \*

#### MAIN FLOOR

##### *Books and Stationery*

The department said good-bye to Miss Wanda McPhail (cards) on October 29. Good luck, in your new venture, Wanda.

Glad to know that Mrs. Eva Cram (pens) is recovering so well from a recent operation.

Our sincere sympathy is extended to Mr. R. Norman Gregg who lost his mother recently.

Mrs. J. Stores (office supplies) is a patient in St. Joseph's hospital. Hurry and get well, Jessie!

##### *Notions' News*

There's a sparkle in Mary Dann's eyes these days to match the sparkle in the diamond she received from Bert Richards. Best wishes to both of you.

A bit of late news is the marriage of Miss Marg Armstrong (buttons) and Mr. Ron Gohl. The wedding took place on September 14, and after a short honeymoon the couple left for Toronto where they will reside.

Congratulations to Mr. Reg Lamber, who celebrated his 25th anniversary with the Company on October 20.

Congratulations to Miss E. Hayward (novelties) who was awarded the Koman trophy by the C.U. A.C. senior softball team. She was judged the most valuable player. \* \* \*

#### SECOND FLOOR

##### *Shoe Staff Swing and Sway*

A dance at the Burnell Street Legion Hall started off the social season for the staff of women's shoes. Over 160 department members and friends turned out for the dance which was held toward the end

of October. A four-piece band provided the music and refreshments were served during the evening. All arrangements were made by Albert Smith.

The second dance of the season was held at the Valour Road Memorial Community Centre on November 6. A large crowd was in attendance and refreshments proved a popular spot in the evening. Both dances were huge successes and the staff is looking forward to the socials coming up which will be held once a month during the winter season.

Two of the male members of women's shoes decided to say good-bye to bachelorhood, Mr. Tommy Keough and Mr. Bill Aikens. On behalf of the staff, Mr. J. F. Gargett, head of department, presented the boys with wedding gifts. To Tom went a satin-bound blanket and to Bill a table lamp. The staff also honoured the grooms-to-be at a party held at Mr. Jimmy Allen's home.

Tom married Miss Teresa Fraser on October 1 at St. Anne's Church, while Bill married Miss Agnes Kerr at Deer Lodge United Church on October 15. Both of the young couples honeymooned in Minneapolis.

##### *Fancy Goods Outing*

The staff of the fancy goods took time out from their wool gathering and French knots during October to trek out to Maple Grove for a bang-up weiner roast. Fifty were present for the refreshments, dancing and sing-song and a general good time was had by all. Miss Betty Brown was in charge of arrangements and many thanks go to her for a swell party.

Best wishes to Miss Jean Owen who is recovering at home following an operation. Hope we'll see you back soon, Jean!

A few of the girls gathered at the home of Mrs. Dorothy Rutherford recently for an evening get-together. They are still talking about "the Duchess." Wonder who it was?

Mr. Jerry Akerstream who has been with the dress goods stockroom staff for the past three years, left the Company on Saturday, October 29. On behalf of the management and staff of the dress goods and pattern departments, Mr. L. O. Vincent, supervisor, made a presentation of a parting gift to Jerry. Good luck and best wishes from us all.

\* \* \*

#### THIRD FLOOR

##### **D.A. Office Chatter**

##### *By Evalynne Landsley*

We were sorry to say good-bye to Miss Reidun Espeland on November 12. As a parting gift from the office, Rey was presented with a portable record player.

Miss Margaret Leibrecht left the office on November 16 to become the bride of Mr. Lorne Deitz. Before Marg left she was presented with a mirror by Mr. Lorne Mills on behalf of the office. Best wishes, Marg and Lorne.

## Welcome Back, Miss Hopkins!



For Miss M. Hopkins (D.A. office) her quarter-century holiday was indeed a memorable event. Miss Hopkins left Winnipeg August 6 for southern California. She went down by bus through Salt Lake City and Los Angeles, then back up the coast through Seattle and Vancouver and over by way of Banff, Calgary and Saskatoon. She arrived back October 2 having seen lots of sunshine in California and snow in Banff. Miss Hopkins is pictured (right) with her sister, Miss G. Hopkins in Huntington Library Park, Pasadena, Calif.

## Service Meats and Fish

Why was George Thomson passing around cigars in the department recently? Well, on October 20 he became the proud papa of a baby girl. Her name is Sheila Kathleen and she weighed seven pounds seven ounces at birth. Both Mrs. Thomson and baby are doing fine.

Mrs. Ted Smith, of Rossburn, Man., visited in the department during the past month. She was formerly Miss Nettie Andrews who was with our staff. Glad to see you, Nettie.

We are pleased to see Mr. W. Hodgson, supervisor, back again after his recent accident. He cracked three ribs when he slipped on the front steps of his house but is now "in the pink."

The staff bade farewell to Mrs. A. Knutson on Saturday, November 19, when she left to make her home in Vancouver. The girls of the staff presented her with a lovely lapel pin and ear-rings to match. We wish you every happiness, Agnes!

\* \* \*

## FOURTH FLOOR

Fall is a time for the shooting enthusiasts and they usually take full advantage of it. Mr. Fred Olson (opticals) was one of the lucky hunters who was able to get out for a week of shooting during October. With a party of other hunters, Mr. Olson went out to Ericksdale where he bagged his limit of prairie chicken. In the picture Mr. Olson is seen second from left.



## Miss M. Holland Honoured

Miss Mildred Holland (women's suits and coats), who left recently to be married, was the guest of honour at a party held by the department at Mrs. J. Gruber's home. During the evening the guests compiled a souvenir bride's book for Mildred, and Mrs. B. Scott summed up her staff experiences in sparkling verse. At the close of the evening's fun, Mr. G. B. Scrivener, supervisor, presented the popular bride-to-be with a linen luncheon set on behalf of those present. She was married on October 15 to Mr. Earl Rusk.

We were happy to welcome back to the suit office Miss Gladys McFetridge. Gladie was recently hospitalized for an appendectomy.

Miss Joan Bowman (244 stockroom) has transferred to the drug department. We all wish her the very best of luck in her new surroundings.

\* \* \*

## FIFTH FLOOR

A new little bundle of joy to be known as Audrey Joan, arrived at the Clarke Popham home on October 17. Father Clarke (portrait studio) is very proud of the new little charmer who weighed in at seven pounds seven ounces, and says it won't be long before he'll have a picture for Contacts.

Mr. Jack Gordon (of the bakeshop) is beaming these days and he has a good reason to be. Jack became the proud father of a baby girl, Yvonne, on October 6. Congratulations, Jack!

Mr. Bill Wilkinson (of the bakeshop) was married on October 15 to Miss Marie O'Callahan. As a wedding gift from the department, Bill received a high boy.

Congratulations to Miss Nell Davis (cafeteria) who joined the Quarter-Century Club on November 17. Nell's picture and write-up will appear in the next issue of Contacts.



Miss Jean Kenke and Mr. Pete Stefanyshyn, both of the bakeshop, were married on October 29, at 4 p.m., in the Holy Trinity Anglican Church. A reception for the happy couple followed at the Gonor Parish Hall in Gonor, Man., with about 250 guests present. Miss Ann Stanley of the bakeshop was bridesmaid.

Before the wedding the girls held a shower for Jean at which time she was presented with kitchen utensils. Pete was also feted and the staff presented him with a trilights lamp, a woollen blanket and a tablecloth. The couple spent their honeymoon in Minneapolis and St. Paul.

## SIXTH FLOOR

Wedding bells rang for Lyle Harvey (contract sales) on October 22, when he married Miss Mary Meadows at Crescent Fort Rouge United Church. The boys of the department got together before the big day and held a stag for Lyle at Len Swallow's home. Here they presented him with a smoking stand. Lyle also received a package of individual gifts from the office staff.

\* \* \*

## SEVENTH FLOOR

Three new diamonds made their appearance among the parcelers staff during October and brought with them many a bright smile. Miss Ruth Bagley received her diamond from Mr. Jim Holewell on October 15. Miss Shirley Taylor became engaged to Mr. Dave Rivers on October 4, while Miss Joan Peckover received her ring from Mr. Ted Webb on October 8. Best wishes, girls!

\* \* \*

## EIGHTH FLOOR

*Alteration News—By K. Fedorak*

A group of 1041 staff members held a surprise party for Mrs. E. Cameron at her suite recently. Due to a hip injury, Mrs. Cameron has been absent from work for some time. Hope you are completely recovered soon, Mrs. Cameron.

We are glad to see Mrs. A. Anderson, Mrs. S. Smith, Miss A. Kroeker, Miss Winnie Caithness back in the department after bouts of illness but are sorry to report that Miss McLellan and Mrs. J. Burman are still away ill. Hope you will be back soon!

Congratulations to Miss Agnes Adam who celebrated her quarter-century on October 28. Also to Miss Eveline Bohemier who was married on October 22. (See picture on brides' page.)

November 21 was a big day for Peter Myers, a new member of the city advertising staff, for that is the day Pete became a father. Little Paul Joseph made his appearance in Grace Hospital at 9:30 p.m., weighing in at six pounds twelve ounces. And do you think our Pete is proud? Well, all you have to do is look at his beaming smile to know.

Congratulations to Mr. Bill Hurlburt, editor of Contacts, who celebrated his 30th anniversary with the Company on November 19. The city advertising staff gathered on his anniversary morn and extended their best wishes.

## Congratulations, J. Ellis, Jr.

The St. John's College School commemoration exercises marked a proud event in the life of John Ellis, Jr., and in that of his father, John Ellis, Sr., of the city advertising. John, Jr., received three awards at the services as an outstanding student. Besides being presented the J. F. Cecil Edgar Memorial prize for knowledge of the history of the Church of England, he was top boy in his form. He was also awarded the F. W. Drewry Memorial scholarship.

\* \* \*

## ELEVATOR UPS AND DOWNS

*By Agnes Reese*

The lovely lilting soprano of Joyce O'Hearn (elevators) was heard over CJOB from the Normandy on the night of November 9. The petite Joyce is an Irish born colleen—but it's no use fellows, Joyce recently became engaged to Ern Lemay, Swift's.

A cheery welcome goes out to Florence Otto who recently left her role as dairymaid to become an



## HER MAJESTY "QUEEN" BARBARA

Yes, that's Barbara Metcalfe (wages office) donning her regal splendor after she was named "Queen of the Ball."

The occasion was the annual Autumn Ball of the C.N.R. apprentices, held on Saturday night, October 22, at the Fort Garry Hotel. And doesn't the charming Barbara look every inch a queen!

Other Eatoniens taking part were Joyce Farmer (men's clothing) well known local soprano, J. Roy Firth, Winnipeg's noted baritone (who also sang a duet with Miss Farmer), and Tommy Laidlaw (men's hats) and famed maestro of the pianoforte.

elevator operator. We hope your stay with us will be a pleasant one.

Our best wishes for the future go to our two newlyweds, Kay (Chapman) Desjardine, a bride of October 22, whose wedding was reported in last month's Contacts, and Norah (Dooks) Weaver. Norah became Mrs. Gordon Weaver on October 29 at Home St. United Church. (By the way, Contacts' correspondent, Agnes Reese, was bridesmaid.) On behalf of the girls, Mr. S. Taggart presented Norah with a lovely trilights lamp.

The girls also held a shower for Norah at the home of Doris Line (former elevator operator) on October 17. Here she received many lovely gifts. Her picture appears on the bride's page.

We are happy to report that Lorraine Champey is back with us after her recent illness. We hope you will have nothing but good health from now on, Lorraine.

## M. A. Carpenter Leads Field

A member of the Eaton Junior Executive, Marvin A. Carpenter walked away with the highest school award, a scholarship and three prizes at the St. John's College School commemoration exercises. He was presented with the governor-general's medal, the Colin Inkster Scholarship and a prize for history, mathematics and science. Marvin received his awards from His Grace L. R. Sherman, Archbishop of Rupert's Land, and chancellor of the school.

Congratulations, Marvin, on your fine accomplishment!



# The Mail Bag



## SECOND FLOOR

Departments 113 and 122

By C. Ridgedale and G. Burton

On November 7 the girls of the billing office, main floor, held a breakfast for Joe Mobblerley who celebrated his quarter century with the Company on that day. The guest of honour was presented with a handsome pair of leather gloves. Congratulations, Joe.

Eileen Surnan left Friday, October 28, to be married the following day to Bruce McLean. Eileen received gifts of silverware and pillow cases from her friends, also a bedthrow from the department. Congratulations to you both.

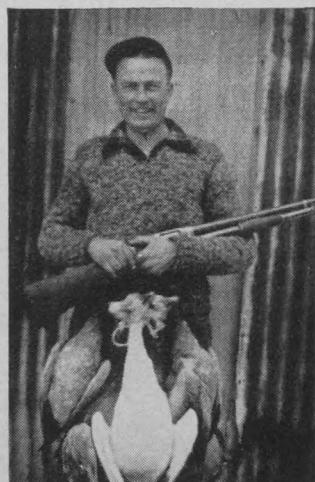
Best wishes to Ruth Jeffreys who left October 29 to become the wife of Roy Fetterly, November 12 at Vivian, Man.

The girls of the department presented Ruth with a kitchen clock and other gifts. Best of luck to you both.

Congratulations to Mr. and Mrs. Bob McEachern on the birth of a son, James Alexander, on November 4. Weight 9 lbs. 4 ozs. Mother and son doing well—also the father.

The department said good-bye to Blanc Dusablon who left October 22 for Detroit where she will make her home. Friends in the department presented Blanc with a lovely bag. The department gift was a trunk and a Parker "51" pen.

Congratulations to Lucy Nichol (113 department) who celebrated her 25th anniversary on November 3.



On October 24, Tommy Nordal (122 packing) bagged these five geese while shooting at Netley Marsh. Good shooting, Tommy!

☆☆☆☆☆☆☆☆☆☆



## FIFTH FLOOR

Department 12

Our latest celebration took place on Saturday, November 5, when Art Wright completed 30 years with the Company. Upon arrival, presentation of a table lamp was made by Mr. R. L. McGurk, assistant, on behalf of the management and staff of department. This along with gifts from other friends, and a host of visitors who popped in during the morning, combined to make the morning a very pleasant one for Art. We all join in wishing him the very best in the years that lie ahead.

On Friday, November 11, we were pleased to welcome back Mr. Green, who has been away for his quarter-century holiday, spent on the east coast and Florida.

Department 61

By Miss D. Hardiman and Mr. J. McNiven

Congratulations to Mr. and Mrs. Robert Harvey who became the proud parents of a daughter, Alieta Ann, on October 1. A sister for young David!

Also congratulations to Mr. and Mrs. Ed Aganier who became the proud parents of a son, Ronald Adrian Vital Joseph, on October 12.

We are very sorry to report that Mr. Ronald Ford is in St. Joseph's Hospital. We all hope to see you back soon, Ronnie.

We are very glad to see Harry Debenham back after a short illness. Hope you are feeling fine now, Harry.

Congratulations to Mr. Thomas Hembroff on his 30th anniversary with the Company, November 24. Hope you have many more anniversaries, Tommy!

Who is the gentleman in the department who owns the "large" green car. We hope you'll be able to find a dog-house to use as a garage. And say, aren't you afraid of losing it in those St. James' snow drifts?

\* \* \*

## SIXTH FLOOR

Miss Mary Jane Dumas greeted department 36 on November 10 with an exquisite diamond and a radiant smile to match. The lucky man is George Huittie and we wish them every happiness.

We are pleased to report that Miss Ruby Gibb is improving and feeling much better after her recent operation.

We welcome Mr. Egerton back to the job again after his recent illness.

The dress goods department had a record month with two quarter-century celebrations and a retirement. On November 12, the staff held a luncheon

at the Homestead in honour of Marjorie Adams. On Tuesday, November 15, the girls assembled in the grill room to honour Miss Helen Kittle on the occasion of her 25th anniversary. Both girls received compacts as a memento of their day.

On Friday evening, October 28, department 33 held a surprise party at the home of Mr. A. Dunwoody on the eve of his retirement. The gang played games and held a sing-song, to the accompaniment of Billy Komar and his accordion, which was enjoyed by all. Mr. P. H. Longstaffe, head of department, presented Dunny with a leather wallet and spoke highly of his work. Our thanks to Mrs. Dunwoody for a grand evening. We all join in wishing Mr. and Mrs. Dunwoody best of luck, good health and happiness. (See write-up on page 31.)

\* \* \*

### SEVENTH FLOOR

Departments 10, 11, 46

By Miss M. Pariseau and Mr. J. Johnston

Since last Contacts we have had three brides in our department—Helen Wiebe and Clara De Jonckheere (see pictures on brides' page) and Ruth Marshall who left on November 16 to be married to Bernard Sammons. She received a lovely tea set. Best wishes to all of you!

We also celebrated two thirty-year anniversaries in our department. Mr. Dave Oiphant was down east at the time of his anniversary, so it was celebrated on his return, October 21. On October 20, Mr. Charlie Parkin celebrated his 30th anniversary. Congratulations, Dave and Charlie!

Department 9

By Mr. M. McKenzie

Saturday night, October 29, the gang from department 9 had a bang-up time at the home of Mr. and Mrs. Joe McRae. "Hard time" clothes were the order of the day and everyone dressed accordingly. Needless to say, a good time was had by all. Prizes were awarded and the lucky people were Mar Veale, Alice Cuthill, Joe McRae and Jean Durack. Catering, arrangements and music were ably looked after by Miss Jean Puxtry and Mr. "Toots" Henry, and our thanks again go out to Mr. and Mrs. McRae for the use of their home.

Department 41

By R. Hodgson

St. John's Lutheran Church was the scene of a wedding November 5, when Lillian Suppes became the bride of Donald Glasspole. On leaving, Lillian was presented with a mantel radio.

A shower was also given in her honour at the home of Eleanor Betze, where her associates gave her miscellaneous gifts.

\* \* \*

### EIGHTH FLOOR

Department 118

By Miss J. Baynes

They are accusing the boys in 118 and 118A of being a hungry bunch—no less than four assuring themselves of turkey for Christmas by "getting the bird" at our annual bowling turkey shoot—E. Guile, Ray Leveque, Dave McFetridge and Charlie Aldous. The boys really had a good night as all six from the department received invitations to bowl in the Charlie Gibson Tournament, December 3. They are: E. Guile, "Jumbo" Westman,

Bill Adams, Ray Leveque, Dave McFetridge and Charlie Aldous. We hope their "alley rhythm" continues.

The Fixers really fixed the 5th Division in the Eaton Bowling League by ending top of their division. Well done, folks. We knew you could do it!

A few close friends of Kay Waselina (department 118) entertained in her honour at the Palm Room of the Claratel on October 26. Kay, a bride-elect of November 12, was presented with a corsage of roses and a tablecloth on behalf of those present, who all wished her every happiness.

A gaily decorated desk greeted Kay Waselina on the morning of October 29—the day she left her typewriter to take up housekeeping. On leaving, Kay was presented with many lovely gifts, both from the department and her friends in the department. Kay was married on November 12 in St. Giles United Church to Mr. Tommy Wolonits. Kay made a very charming bride. Good luck and many years of happiness to you both from all of us.

Congratulations to Cecile Fredette who has recently appeared on radio station CKSB. Cecile will be appearing again in December. We'll be listening, Cecile.

Department 117

By Mrs. J. Hudson

Our sincere sympathy is extended to Miss Suzanne Buffet on the death of her mother, and to Miss Julia Protocky on the death of her sister.

Department 161

By Misses M. Jenkins and W. Hamilton

Mrs. Gertrude Murray was presented with a lovely handbag by the staff when she left the service of the Company on October 31. Sorry to see you go, Gert.

Looking around we find quite a dazzle in the office these days. We don't know which is the nicest, Phyllis Townsend's happy smile or the lovely diamond she's wearing. However, we do know the lucky fellow is Peter Korne.

Nina Shugalo left the Company, November 5, to take up residence in Toronto. Before leaving Nina was presented with jewellery and numerous other gifts. Good luck, Nina.

We are pleased to hear that Pearl Skagfield is home from the hospital and is feeling much better.

Department 116

By Miss D. Hunt

Our best wishes go to Lois Ehrhart, Doris Malt-house and Helen Kasperska, who received beautiful diamonds recently.

Gladys Cox left Saturday, November 12, to become the bride of Mr. George Young on Saturday, November 19, at St. John's United Church. Gladys received a chenille bedspread and bedroom rug from the department. The very best of luck, Gladys and George.

Phyllis Aiella left to be married on November 12 to Russell Smuchilla at Holy Rosary Catholic Church. Phyllis received a lamp table and kitchen-ware from the department. Best of luck, Phyl and Russell.

Glad to see Laura Johnson back after her recent illness and looking so well.

Glad to hear that Jo Korzak is improving after her recent operation. Hope to have her back with us soon.

## CONTACTS

Departments 173, 167, 159  
By G. Balsdon and R. Souter

Congratulations to Miss Jo Ness and Miss Myrtle Young, who celebrated their 30th anniversaries with the Company.

Cupid has been very busy in our departments recently. The lucky girls to receive diamonds were Marion Savage, Margaret Berakas and Florence Gaudry.

On the sick list is Eleanor Oleschuk. We hope it won't be long before you are back, Eleanor.

We are pleased to see Mr. Shortt back after a recent illness.

\* \* \*

### NINTH FLOOR

Department 29

By Mr. W. Quayle and Miss D. Dee

Congratulations to Mr. Wm. Reid, of department 28, who celebrated his 35th anniversary with the Company on November 2. "Bill" was a busy man all day, meeting the host of well-wishers who called to see him.

Our sincere sympathy to Mr. J. Bewick on the loss of his sister, Mrs. M. Cook, Coleman, Alta.

On Saturday, October 22, departments 22 and 24 celebrated another milestone of service when, before a gaily decorated table, business associates and friends paid tribute to Miss Helen Simpson on the occasion of her 30th year with the Company.

Head of department, Mr. J. W. Aker, did the honours, presenting Miss Simpson with a beautiful leather handbag on behalf of the staff. Briefly reviewing the past 30 years, Mr. Aker highlighted the devotion to work and loyalty to the Company displayed throughout these years by Miss Simpson.

Many friends called throughout the morning and the lavish display of gifts which crowded the table bore tribute to the esteem with which Miss Simpson is held.

We are very sorry to report that Miss Mabel Stephenson has been hospitalized with an attack of rheumatic fever. However, latest reports are that she is now at home, and is on the way to better health. We are pulling for you, Stephie, and looking forward to having you back again real soon.

Head of departments 22 and 24, Mr. J. W. Aker celebrated his 40th anniversary with the Company—unfortunately the occasion arrived as Mr. Aker was down east on a buying trip. However, not permitting distance to be a barrier, flowers, cigars and telegrams were despatched to Montreal. See the write-up on page nine.

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### Eaton Angling Club

Eaton fishermen met in No. 2 board room, Free Press building, October 25, and enjoyed a showing of films on "Fishing Across Canada" by Mr. Ingram, projectionist of the Junior Chamber of Commerce.

Bill Evans (130) presided. A talk on fly fishing by Mr. C. Selby, president of Forest and Stream, was also very enlightening to the members.

All angling club members are asked to co-operate in inquiring about suitable grounds for a fishing lodge to be erected in the early part of May. Notices will be distributed as to the date and place of next meeting to be held in January. —Jack Faill (130)

### MAIL ORDER FURNITURE

By A. Surbey

It's a boy! Congratulations to Mr. James Aikman (of the bedding section) and Mrs. Aikman on the arrival of a son, Stewart James, 10 lbs. 7 ozs., born Tuesday, October 18. Mrs. Aikman was Miss Dorothy Trute, also of mail order furniture department.

There's a diamond sparklin' at the mail order furniture office. Dorothy Mattern is the lucky bride to be and the man—ah, we know his name, too—it's Ernie Kostiuk, but the wedding date is a deep dark secret as yet!

Friends and associates of Mr. Dick Wright met at the West Kildonan Legion Hall on Wednesday, November 9, to celebrate his 25th anniversary with the Company. Chairman of the evening, Mr. G. A. Fordyce, called upon Mr. R. J. Brown to make the presentation of a handsome torchiere tied with a large white ribbon on which was typed the names of all those present. Mrs. Wright received a lovely bouquet of roses from Miss Bertha Selner. Other speakers were Mr. J. R. Scott and Mr. F. Darnell.

Congratulations to our bowling team, the Crackers, for winning the first series.

\* \* \*

### PRINTING PLANT PATTER

By B. Goulet

Congratulations are extended to Mr. Bert Williams, who celebrated his quarter-century with the Company on November 13.

We are glad to have Bessie Manson back with us following her recent illness.

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### Ralph Woods Calls

Enroute to his home at Fort Langley, B.C., after a 4,000-mile trip through the States, Ralph Woods, former budget plan Eatonian, dropped in to say hello to Contacts early last month.

First employee of the budget plan, Ralph retired three and a half years ago. He was happy to meet his old luncheon cronies, Jack Moir, Bert Beinster and Bill Rowell. Another old friend, Julius Hanson, is now residing in Victoria.

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### "What's Up, Doc?"

These "heavenly twins" the grandchildren of "Doc" Herriot (printing) are Jimmie and Nicola, age four months when picture was taken. Daddy is Alex Herriot, Jr., Vancouver. Jimmy (left) apparently doesn't see the joke that Nicola is enjoying. In the language of Bugs Bunny, he's probably asking: "What's up, Doc, did you miss the broom?"





# The Letter Box

From far and wide, letters of thanks pour into the Eaton mail box. Customers who appreciate service rendered wish to let you Eatonians know about it. To the many who have been personally commended we say "congratulations on a job well done."

### From the Land of Flowers

All the way from Los Angeles, Calif., came a letter bearing thanks from a customer who wanted to sample some of Winnipeg's famous goldeyes, and so sent to Eaton's for them. In her own words: "I received by air mail, a package containing five smoked goldeyes. They arrived in perfect condition and I found them very excellent fish. Thanks for another fine example of Eaton service."

\* \* \*

### Take a Bow, Beth Jenkyns!

Miss Beth Jenkyns (housewares section of the notions department) won herself some warm praise for her service to an invalid customer. She was commended for her courtesy and for her help with this woman's shopping.

\* \* \*

### "The Customer Is Always Right"

The above Eaton motto has made many a friend for the Company. Not so long ago, a customer was shipped some kentile and reported to the store that one box did not arrive. After the store had offered to make restitution, the customer found the box and sent the following appreciative note to the store:

"I wish to thank you, your manager in the kentile department, and the shipper in the warehouse for your kindness and co-operation in the matter of the missing box of kentile. We have found the missing box in amongst the furniture that was piled away while the kitchen was being redone. I am sorry we did not find it before we came to you. But the pleasant and willing manner with which you were willing to correct the shortage leaves us with warm memories whenever we think of The T. Eaton Co. It is with confidence and pleasure that we shop at your store."

### A LITTLE BOY PRAYS FOR HIS DOG

#### DEAR GOD,

They say my dog is dead;  
He had the softest head;  
He was so good, he'd always do  
Most anything I told him.

#### KIND GOD,

Sometimes he'd chase a cat,  
(He wasn't often bad like that),  
And if I called him back, he came  
The minute that I said his name.

#### PLEASE GOD,

If he feels scared up there,  
Won't You please let him sleep somewhere  
Near You? Oh, please take care of him,  
I love him so! His name is Tim.

—Clipped

Department 15 sparkles again. Mabel Avison came to work on October 21 with a beautiful diamond ring. The lucky man is William Purdy. Best of luck, Mabel and Bill.

### "OPERATION SAFETY"

Biggest turnover in cars these days is on the streets and highways. (*Denver Post*)

Are your brakes good to the last stop?  
(*Public Safety*)

Return home safely every night.

### Billy Evans—"Ambassador" to Halifax

You've got to be a father to realize the feeling of pride (that tightness in the throat) it gives one when the son wins top honours at school—ask Harry Evans (western buying), he knows.

Harry's son, William Henry, 17, won the Governor-General's medal at Daniel "Mac" last year. Now comes the thrilling news that son Billy has been selected as one of the two Winnipeg high school students to be guests of the Port of Halifax Club at the annual Marine and Industrial Exhibition, November 14-19, in Halifax.

Mayor Garnet Coulter and Dr. J. C. Pincock, superintendent of schools here, made the selection. The idea behind the invitation is to help in fostering good will between Winnipeg and Halifax and to assist in having the young people of Canada acquire a deeper knowledge of the economics and geography of their country. Congratulations, Billy Evans, and a happy journey!



# CONTACTS

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No. 11

Editor: W. E. C. HURLBURT  
City Advertising



## "NO LEGACY SO RICH AS HONESTY"

The other day Joe Chettle (men's clothing, mail order) was examining a pair of trousers that had been mailed in from the country for exchange, when he got a surprise. Thrusting his hand into a hip pocket of the garment, Joe pulled out a roll of bills amounting to \$70.00. One can imagine the owner's delight on receiving his lost greenbacks!

A similar incident came to our attention recently when an Eatonian picked up and promptly returned the lost handbag of a fellow employee. The purse contained \$150.00, part of which represented holiday money. Again a happy re-union!

Truly, as Will Shakespeare says: "No legacy is so rich as honesty." But then Eatonians are like that!

## It's Good To Hear From You!

Scarcely a mail arrives that does not contain a letter to Contacts from some Eatonian now enjoying well-earned retirement.

MR. ARTHUR SCOTT (former head of wages office) wrote us recently from Toronto and kindly supplied the missing names on old-time pictures in the anniversary issue. Mr. Scott asks to be remembered to his many friends in Winnipeg store.

MR. C. FORTUNE wrote on October 13 from Victoria to tell us how much he and Mrs. Fortune enjoy getting their Contacts each month. He adds: "We pass them on to a couple of other ex-Eatonians from the printing plant."

MISS N. KING, affectionately remembered as nurse in charge of our store hospital, wrote us on October 2 to say "Thank you for sending Contacts—I certainly do appreciate them so much, don't miss a word."

Miss King also supplied the missing names on a recent item about former Eaton girls now retired at the west coast. The names were: Miss Anderson (formerly wages), Miss Charles, Miss E. Gibbard, Miss E. Muspratt (all of women's coats), Mrs. J. Collins (nee Olive Wilson, electricals). "We really have some very nice times together," writes Miss King, "and the main subject is—guess? Eaton's!"

Truly once an Eatonian, always an Eatonian. Nice to hear from you folks.

## Birthday Honours To Billy Russell

Billy Russell, dean of Winnipeg Eatonians, had a birthday on November 1. To honour Billy, the men's furnishings staff gathered in the men's shop at the close of the day and presented him with tokens of friendship. "Daddy" of all 'Peg Eatonians in point of service, Billy joined the Company away back in 1901.

Forty-eight years is a long way to look back and Billy Russell's memoirs should he choose to write them, would make interesting reading. Congratulations, old timer!

## "Nifty" Young Calls

Eyes twinkling with merriment, bubbling over with wise cracks and the sheer joy of living—"Nifty" the incomparable, the ageless, the lovable—dropped in to see Contacts last month. "Nifty's" friends who are legion, will recall that he retired about a year ago after a long and colourful career on our painters' staff.

Now residing with his family in California, the dapper little "Nifty" took the round trip to Winnipeg via bus. Quite a long haul for most fellows edging 80, but not for the young Mr. Young. In case you haven't "Nifty's" address, he left it with Contacts: Mr. R. J. Young, 4483 Orange Avenue, Long Beach 7, Cal.

## H. MILTON KILFOYLE

A member of the packing staff heavy hardware for the past eight years, Harold Milton Kilfoyle passed away on November 2 at Perth, Ont. He was 62 years of age and a bachelor. Born in Perth of Irish descent, Milton was a loyal, hard working Eatonian of quiet tastes and a devoted friend. He is survived by two sisters, Helen and Mabel, residing at Perth, and to them is extended our sincere sympathy.

## MRS. EDITH FRAME

The death of Mrs. Edith Frame (drugs) on November 12, came as a shock to her associates who had worked with her over the years. Mrs. Frame (formerly Miss Edith Johnson) was with the Company for a total of 19 years, always with the toiletries section. A very talented demonstrator for DuBarry cosmetics, Mrs. Frame twice received their highest award in all Canada for salesmanship. Born in Kenova, North Dakota, she leaves to mourn her father and five brothers. Mrs. Frame will be greatly missed by those who knew her, and sincere sympathy is extended to her family.

## In Memoriam

### NELSON E. SOUTH

The death on Monday, November 7, of Mr. Nelson South was learned with deep regret by Eatonians across the Dominion. Mr. South, who was 66 years of age, retired in 1943 after nearly 40 years of outstanding service with the Company.

Nelson Edwin South was born in Eindale, Ont., and joined Eaton's at Toronto at an early age. Transferring west upon the opening of the Winnipeg store in 1905, he served the Company with distinction in various managerial positions until his retirement in 1943 because of ill health.

The last ten years of his service were spent as head of department, basement store. Here Mr. South earned the respect and affection of all for his high personal qualities, his ability as well as his loyalty, understanding and generous spirit of co-operation.

Surviving are his widow, two daughters, Barbara Jean and Eleanor Joan, and a sister, Mrs. John Clarke, Port Credit, Ont.

A member of St. Andrew's United Church, Mr. South was laid to rest at Elmwood Cemetery, Dr. J. L. McInnis officiating. A large number of Eatonians paid their last respects.



### SAMUEL BRIERLY

A member of our electricians' staff for nearly 33 years, Mr. Samuel Brierly died on October 15 after an illness of several months. He was 65 years of age. Born in England, he joined Eaton's on December 10, 1917.

A capable, conscientious workman, Sam had a quiet, friendly nature that made him popular with all who knew him. He will be especially missed around the mail order where he was a familiar figure as he worked to keep the lights functioning brightly.

Surviving are his widow, a son, Bruce, a daughter, Mrs. L. Swaffer, a grandchild, two sisters, Mrs. George Smith and Miss Lily Brierly, all of Winnipeg. To them goes our deepest sympathy.

### Our hearts go out to the following Eatonians who during this happy season of the year have lost a member of their family

#### In the Loss of a Mother

MR. R. N. GREGG (paints)  
MISS D. PERRY (wages office)  
MR. M. ELSON (investigation)  
MR. J. ERLINDSON (engineers)  
MISS A. ERLINDSON (mail order children's wear)  
MISS B. CARDAMORE (mail order women's shoes)  
MISS S. HEARD (mail order sales room)  
MR. N. FINLAY (furniture)  
MRS. M. KELLAS (mail order packing)  
MR. A. O'BRIEN (garage)  
MR. W. WILKINSON (lunch room staff)  
MISS S. BUFFETT (mail order correspondence)

#### In the Loss of a Brother

MR. H. WISEMAN (watch repairing)  
MR. R. TOWNSLEY (photographic workroom)  
MR. C. WALL (mail order dress goods)  
MISS T. SKRONEK (lunchroom staff)  
MISS M. SKRONEK (lunchroom staff)  
MR. W. E. SOUTH (delivery)

#### In the Loss of a Father

MR. A. WADDELL (mail order men's shoes)  
MRS. M. BIRMINGHAM (mail order dresses)  
MR. L. KERR (mail order toys)  
MISS B. MAYWOOD (lunchroom staff)  
MR. C. FAIRBURN (drugs)  
MR. D. McGHEE (drugs)  
MISS E. McGHEE (adjusting bureau)  
MISS E. SOUTH (lunchroom staff)  
MISS B. SOUTH (welfare office)

#### In the Loss of a Sister

MRS. V. HAYWOOD (lingerie)  
MR. A. F. HARDING (mail order hardware)  
MR. G. BRADLEY (watch repairing)  
MISS L. SCOTT (telephones)  
MISS C. CARRUTHERS (employment)  
MR. A. SCOTT (mail order paints)  
MISS J. PROTOCKY (mail order correspondence)

#### In the Loss of Her Husband

MRS. N. BELTON (lunchroom staff)



#### BRIEFING THE CHRISTMAS SPONSORS

Happy the store with a bulwark of sponsors like those at Eaton's—that crew of loyal, experienced staff members who possess special qualities of mind and heart befitting them to train others! Pictured here are a few glimpses from the "briefing" of three hundred Eatonians selected for this mission.

(See also Pages Four and Five)

THE **T. EATON CO.** LIMITED  
WINNIPEG CANADA